

Students' Satisfaction of the Quality of Educational Services and Support of Medical Science Universities Sports Camps in Iran

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Abstract

Background: Evaluating the quality of educational services and the support offered by universities to prepare sport teams, as well as identifying factors affecting the satisfaction of students, play very important role in improving the future performance of universities to enhance the joyful participation of students in sports activities at universities. The aim of this study was to evaluate the satisfaction of university students with educational services and support of sports camps in the eleventh Male Students Sports Olympiad of the Universities of Medical Sciences in 2012. **Materials and Methods:** In this survey research, 330 of 2400 male students who participated in the competitions were randomly selected by Morgan table. Data were collected using a researcher-made questionnaire, including demographic information as well as 34 items and 2 open questions with five-point Likert scale (very good, good, moderate or fair, poor, very poor). The validity and reliability of the questionnaire (0.90) were confirmed by the university experts. Data were analyzed using descriptive statistics by SPSS 20. **Result:** The results of this study revealed that students' overall satisfaction was at moderate level (3.11 ± 0.79). Students were most satisfied with transportation (3.40 ± 0.93) and least satisfied with medical-health facilities (2.80 ± 1.09) and cultural activities (2.81 ± 0.90). **Conclusion:** According to the point that satisfaction of students with sports camps was at moderate level, it is essential to pay more attention to the components with which students were least satisfied to improve the quality of services provided by universities.

Keywords: Sports Camps, Educational Services, Medical Universities, Students, Satisfaction

Introduction

The facilities and activities considered in the educational programs of universities clarify that developing physical and motor abilities in students of universities are given paramount importance and attention by higher education system (1), and assessing the students' viewpoints on this issue can play a very important role in constantly improving the quality of services compared with other methods of service quality assessment in higher education centers (2). Therefore, as teaching and learning environments, universities must provide the required facilities to make positive and constructive

changes in the attitude of university students (3). Students are the main components of universities since they are national capital and powerful sources of growth and social development. The physical and spiritual needs of young people must be recognized, and the paths of realizing their potentials and developing their talents need to be paved (4). The development and dynamism found in cultural and sports affairs are the main components of physical and spiritual education (5). Moreover, taking a look at top and accredited universities in the world reveals that sports facilitate are of great significance (6). Sports is effective in treating depression, boosting memory and learning, inducing a feeling of happiness

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and vitality and increasing the tolerance in an individual (7). Therefore, sports have a fundamentally important and critical position in education (8). The investigation of various leisure time activities in university students shows their enthusiasm and longing for doing sports activities and taking part in sports events (9). Proper planning and management of human resources are the most important components of every successful event (10). Sports Olympiads of university students as a part of the Olympics were held for the first time in 1993 supervised by Physical Education Administration of Ministry of Science, and hosted by volunteer universities. To hold these Olympiads, each time a great number of human resources participate and a considerable amount of money is invested by universities holding the Olympiads and taking part in it from one hand, and by Physical Education Administration and ministry from the other hand (11). In general, every successful organization (e.g., sport organization) tends to provide services to make its customers satisfied (12). In other words, one of the criteria for evaluation of organizational efficiency is the degree of satisfaction of users with constituent elements and features and the degree of satisfaction with interaction with the organization (13). Customer satisfaction has led to dynamism in organizations as well as promoting organizational objectives (14). Event management needs to be enjoyable and with precise planning, the satisfaction of those participating in these events and camps can be gained (15, 16). Determining the degree of satisfaction greatly helps one investigate and resolve problems and deficiencies (5). In this regard, providing university students with the required facilities and increasing their level of satisfaction with the quality of programs, facilities and equipment will result in their calmness and relaxation, which will bring about desirable results for the society in the long run (17). The point of view of students is a very important and essential component of evaluating the quality of services such as transportation, food and dormitory, and medical, sports and cultural facilities (18). Hence, assessing the collection of required data on all dimensions of a program, organization and activity will lead to decision making, change or modification (19). The summative evaluation provides the answer to this question: does the program considered to describe a program with accordance to financial and time costs lead to the desired result or not? (20). Hasson conducted a study on satisfaction level in the students of Saddleback College and concluded that 78 % of the students were generally satisfied with the sports services (21). Hashemzade and Shokati also evaluated the satisfaction of students with technical and health facilities as 81%, with medical facilities and equipment as 91% and with food services as $\leq 90\%$ (22). Safavi Zadeh (2002), showed that both male and female students of Amir Kabir University of Technology are dissatisfied with the University's sports facilities (23). Other studies include those of Nour-

bakhsh *et al.* and Jamshidi *et al.* on Sports Olympiads of University Students studying the sports orientations of athletes (24, 25). Moreover, the work by Shabani *et al.* determined the relationship between leadership style and emotional intelligence in sports teams participating in the ninth Cultural and Sports Olympiad of Male Students of Universities all over Iran (26). Since there was no study about the quality of educational services and support of sports camps and the satisfaction of students, the present study aimed at investigating and evaluating the quality of services provided in sports camps from the viewpoint of sports elites in medical universities in Iran.

Materials and Methods

This cross-sectional study was performed on 2400 male students of 40 medical universities participating in 2012 Sports Olympiad in Iran. The research sample included 330 students aged 22.49 ± 2.57 years. Inclusion criteria were a regular exercise for 6 months (3 to 6 sessions per week). Also, students with no more than 5 sessions exercise were excluded from study. Research samples were selected randomly, and Morgan table was used to determine the sample size. Data collection was performed with researcher-made questionnaire accordance the previous studies, including demographic information and the questions about the variables as well as 34 items and two open questions with five-point Likert scale (very good= 5, good= 4, moderate or fair= 3, poor= 2, very poor=1). After explaining the aim of the study and gaining informed consent forms, the questionnaire was distributed. The questions were prepared based on the scientific resources as well as the research and articles published in specialized and reputable journals of sports management. The face and content validity of the questionnaire were confirmed by 15 experts of sports management being informed of research objectives. The reliability coefficient was assessed via a pilot study and Cronbach's alpha ($r= 0.90$). In order for data analysis, descriptive statistical indices (table, chart, mean, frequency percentage and etc.) were used in SPSS20 (USA, Chicago, IL). A $P \leq 0.05$ was considered as significant level. The consent forms were included by students. The students were reassured about the confidential nature of the demographic data, and they were informed that they were able to leave the study at any stage as they wanted. This study was approved by the ethical committee of medical science university of Kerman.

Result

The results of this study revealed that students aged 22.49 ± 2.57 years, and 55.5% of the students ($n= 183$) had bachelor degree, 35.2% ($n= 116$) had Ph.D. degree, 5.2% ($n= 17$) had associate degree, and 4.2 % ($n= 14$) had master degree. Also, 216 students (65.5%) were at

university for less than three years, 92 students (27.9%) for 4-5 years, and 22 students (6.5%) for more than 5 years. The acquired information also demonstrated that 26.1 % of the students participated in football, 20.9 % in basketball, 22.7 % in track and field, 9.4 % in volleyball, 6.1 % in swimming, and 14.7 % in other sports. The descriptive information about students holding the highest positions showed that 24.8% of the students gained a high-position in intra-university competitions (Figure-1). The results also demonstrated that the sports experience of students was 7.2 ± 4.87 years. Evaluating the status of the sport of university students concerning physical fitness in the last one year revealed that 46.7 % of the students were good, 24.5 % were fair, 19.1 % were very good, 7 % were poor, and 2.7 % were very poor. Concerning skillfulness in the last one year, the results showed that 48.8 % of students were in good status, 28.5 % were fair, 15.8 % were very good, 6.1 % were poor, and 0.8 % were very poor. The research results also indicated that university students did sports for 7 hours a week on average. Furthermore, 38.2 % of the students were satisfied with the quality of sports programs of university and 30 % were fairly satisfied with sports facilities of university (Table-1). The research results revealed that 34.7 % of the students were fairly satisfied with the quality of educational services provided in their universities (Figure-2). The results

also showed that the average distance covered to get to the Olympiad was 624 kilometers. Moreover, 81.2 % of university students traveled to the city hosting competitions with their university teams all the way, 4.5 % went with their teams half of the way and 14.3 % went to the competitions alone or in groups with their friends. Descriptive information about the type of vehicles used by participants to get to and return from the place where the Olympiad was held are presented in Figure-3. The results demonstrated that the satisfaction of university students was at an intermediate level (3.11 ± 0.79). Among different components, students were most satisfied with transportation (3.40 ± 0.93), and they were least satisfied with medical services (2.80 ± 1.09) and cultural services (2.81 ± 0.90). The results of evaluating different components of this study are presented in Table-2.

Discussion

Paying attention to sports activities in all dimensions is of paramount importance and deserves attention. Nevertheless, taking university events into account is of greater importance since a significant number of university students are involved who are future scientific capitals and now form a major part of the population of the country. Sports camps are the activities held for

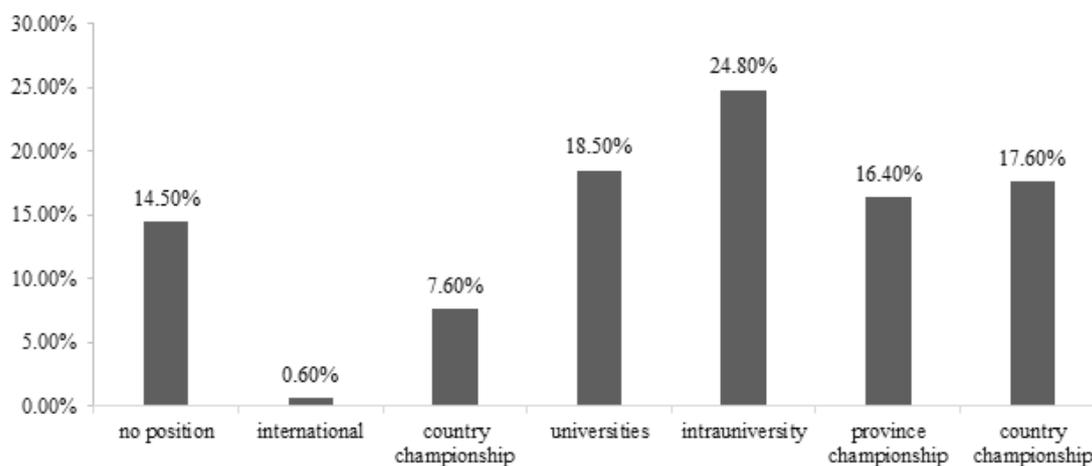


Figure 1. The status of the championship of university students.

Table 1. Percentage of satisfaction of students with the quality of sports facilities and programs of their universities

Factors	Very good	Good	Fair	Poor	Very poor
Quality of sports programs (%)	7	32.4	38.2	15.4	7
Sports facilities (%)	10.6	28.8	30	22.1	8.5

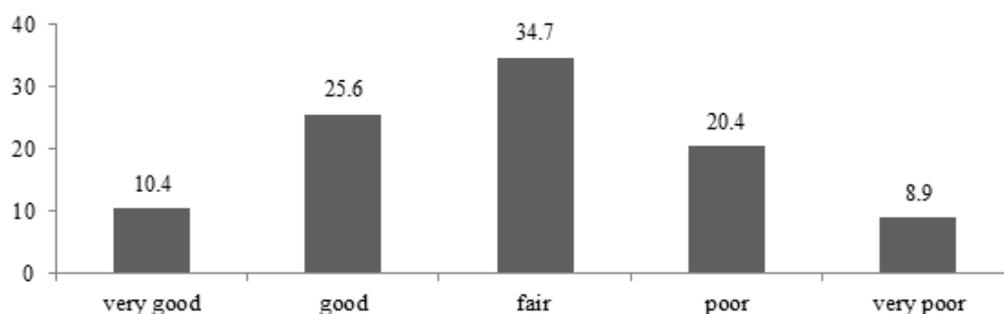


Figure 2. Percentage of satisfaction of university students with the quality of educational services of their universities.

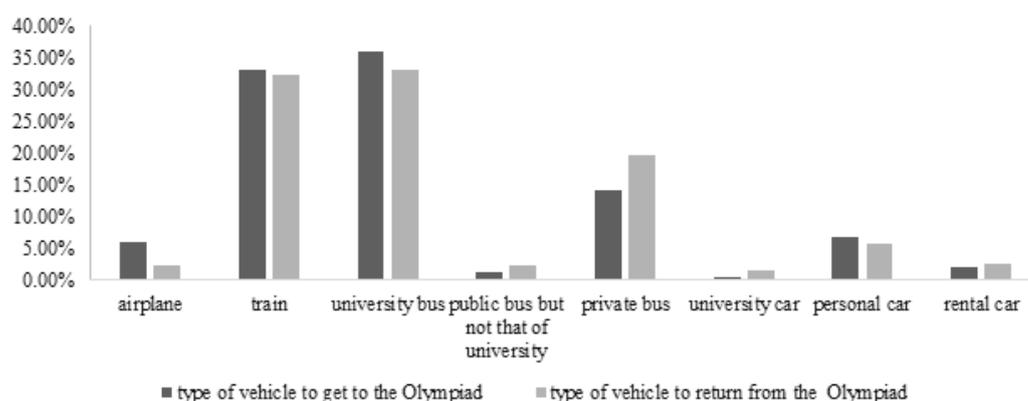


Figure 3. Type of vehicles used to get to and return from the city hosting the Olympiad.

athlete students and sports elites. Some students from far and near go to these camps to assess their abilities and try to improve them. In this regard, this study aimed to evaluate the satisfaction of athlete students participating in sports camps of medical universities in Iran. The camps were assessed based on various factors the results of which regarding facilities and equipment of camps suggested that students were satisfied and facilities and equipment of these sports camps were in relatively good and acceptable status (mean=3.32). With a brief glimpse at the level of satisfaction of students, it gets clear that although their satisfaction is above average and is indicative of students' satisfaction with the existing facilities and equipment in camps, this status is far from the ideal (2). The research results concerning the evaluation of cultural activities of the camps indicated that the status of these activities was poor and students were dissatisfied with the current cultural activities (mean= 2.81). Taking the dissatisfaction of students into account, it can be stated that the potentials of cultural activities are not fully realized to help make students participating in the camps satisfied. This lack of attention can make students exhausted since most cultural activities are also recreational in nature which helps reduce the fatigue resulting from strenuous exercise and makes students ready to continue exercising. Moreover, failure to provide athletes with required

training will cause deficiencies in their behavior which will turn into their weaknesses (3). Evaluating the accommodation conditions of sports camps showed that university students were satisfied with accommodation, nonetheless, their degree of satisfaction (mean= 3.11) is indicative of the sensitivity of this factor and satisfaction may turn into dissatisfaction with even little inattentiveness. Thus, it is in need of more attention. Unfortunately, proper accommodation which is aimed to relieve the athletes and help them rest sometimes might become the cause of discomfort and inconvenience. It is one of the most important parts of sports camps for which even a particular commission is assigned by those in charge of competitions and camps (11). Since doing sports activities are in need of appropriate food and nutrition so as the athletes to be able to get successful and make it more probable to win the matches, the present study evaluated the food status of sports camps for university students. This is so influential in the quality of camps and can't be neglected. The results of this study regarding the food status of athletes demonstrated that athletes participating in sports camps were satisfied with food services. Although they were fairly satisfied with food status in camps, their sensitive satisfaction shouldn't be ignored. Their satisfaction degree which was 3.02 was so near to the mean value and satisfaction could turn into dissatisfaction with even little inattentiveness (17).

Table 2. Evaluation of satisfaction of university students with sports camps before and after participation

Factors	Number	Minimum	Maximum	Mean±SD
Sports facilities and equipment	330	1	5	3.32±1.16
Cultural activities	330	1	5	2.81 ±0.90
Accommodation	330	1	5	3.11±1.01
Food	330	1	5	3.02±0.98
Education	330	1	5	3.28 ±1.04
Transportation	330	1	5	3.40±0.93
Health-medical facilities	330	1	5	2.80±1.09
Quality of sportswear	330	1	5	2.98±1.03
Management	330	1	5	3.23±0.88
General satisfaction	330	1	5	3.11 ±0.79

Surprisingly, experts have asserted the great benefits of appropriate food and nutrition, but still this important factor is not given due attention. Since competitions and exercises must be standard and based on principles so as to prepare athletes for conditions near those of competitions, the need for technical experts becomes evident. The results of this study revealed that consideration of technical points was of a good status based on the viewpoint of students participating in sports camps. One of the most important sections in competitions is the technical issues section which was fortunately of good status in this study. In sports camps, a good system of transportation is needed and is of great importance to help the camps be held with the best quality possible. In this regard, the present study evaluated the transportation system of sports camps for university students. The results showed that students were satisfied with this system (mean= 3.40), transportation system had the best status among the factors investigated (24). Evaluation of the available medical-health facilities of the sports camps from the viewpoint of university students demonstrated that students were not satisfied with the medical-health facilities of the camps and medical-health facilities were of the worst status among factors investigated in this study. It is worthy of consideration that the most deficiencies are in health and medicine, which result in great losses and threaten people's life. According to the point that special sportswear is extensively used by athletes and people are willing to spend lots of money on buying sportswear, the evaluation of the quality of sportswear introduces some factors that must

be taken into account in buying sportswear to make the customers satisfied (25).

Conclusion

The present study evaluated the satisfaction of athlete students participating in sports camps. The results showed that students were dissatisfied with the quality of sportswear. However, the degree of dissatisfaction shows that it is not very high, and with minor improvement in the quality of sportswear, the students will be relatively satisfied. A competent manager can more than any other factor influence the success of the group. In sports camps, managers can be effective in activities in need of proper management so as not to waste the efforts of other sections. There needs to be a competent and experienced manager for the sports camps who is aware of the ups and downs of the works with more supervision, consideration and standard planning.

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Conflict of interest

The authors declare no conflict of interests.

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