A DIMENSIONAL ANALYSIS OF SERVICE QUALITY PROVIDED IN CRICKET LEAGUE MATCHES IN A SOUTH AFRICAN CONTEXT

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Abstract: It is generally accepted in the sport marketing literature that service quality, the importance of which is universally acknowledged, is often used as an important element for spectators in the choice of events to patronize. Hence, the purpose of this study was to identify the dimensions of service quality which influence spectators' perceptions during cricket league matches in South Africa.

A comprehensive literature study of service quality was undertaken. In addition a questionnaire was developed to elicit information from a purposively selected sample of 250 spectators who had attended cricket league matches around Gauteng Province of South Africa during the past eight months prior to the data collection. Cronbach's alpha coefficient was used to measure the reliability of the measurement scale. Descriptive statistics was used to describe the sample profile. Exploratory factor analysis was conducted to identify the dimensions influencing destination image. Through this process six dimensions, namely stadium employees, facility access, facility space, opponent characteristics, player performance and game atmosphere were identified. Based on the findings, recommendations are made to develop strategies to improve and maintain the image of cricket matches in South Africa so that spectators are attracted to these league matches. Limitations and implications for further research are also provided.

Keywords: Service Quality, Spectators, Cricket, Perceptions And Facilities.