

Measuring the Quality of Service of Nadjem magra football Club in M'sila using SERVSPORT

قياس جودة الخدمة لنادي نجم مقرة لكرة القدم بالمسيلة باستخدام نموذج سيرف سبورت

SAAD SAIDANE ¹, AHLAM TAHMI ²

¹ UNIV M'SILA Saad.saidane@univ-msila.dz,

² UNIV ALGERS3, Saadsport28@yahoo.fr,

Received: 05/09/2019

Accepted: 13/11/2019

Published: 05/12/2019

Abstract:

In this research, We have used the ServeSport to measure the quality of service at the **Nadjem Magra Football Club**. Depending on the descriptive and analytical approach to his relevance to the nature of the research. There are a lot of international standards that measure the quality of service in various fields, among them is the ServeSport scale, which measures the quality of service in sports. In this research, the study community are the players , coaches and managers **Nadjem Magra Football Club** in M'sila. A comprehensive inventory sample was adopted to target as many individuals as possible. We have used the ServeSport dimensions questionnaire as a data collection tool. The second part of the questionnaire is answered using the five-degree Likert scale. Respondents were asked to give a grade on whether or not they agreed with each of the terms. The most important results are:

- The **Nadjem Magra football Club** has significant indicators of the quality of service provided in relation to the facilities, safety and reliability, financial aspects, response and empathy.
- **Nadjem Magra Football Club** has no significant indicators of the quality of service provided in relation to the physical aspects.

الملخص : قام الباحثان في هذا البحث باستخدام مقياس سيرفيسبورت لقياس جودة الخدمة لدى نادي مقرة لكرة القدم بولاية المسيلة ، معتمدا في بحثه على المنهج الوصفي التحليلي لملائمته لطبيعة البحث، حيث أن هناك العديد من المقاييس العالمية التي تعنى بقياس جودة الخدمة في مختلف المجالات ومن بينها مقياس سيرفيسبورت الذي يهتم بقياس جودة الخدمة في المجال الرياضي، وفي بحثنا هذا مجتمع الدراسة هو اللاعبين والمدربين والمسيرين الذين ينتمون إلى نادي نجم مقرة لكرة القدم بالمسيلة. تم اعتماد عينة الحصر الشامل لاستهداف أكبر قدر ممكن من الأفراد، استعمل الباحث استمارة الاستبيان الخاصة بأبعاد مقياس سيرفيسبورت كأداة لجمع البيانات، تتم الإجابة على الجزء الثاني من الاستمارة بالاستعانة بمقياس ليكرت ذو الخمس درجات، وطلب من أفراد العينة إعطاء درجة عن مدى موافقتهم أو عدم موافقتهم على كل عبارة من عبارات المقياس ومن أهم النتائج:

لدى نادي نجم مقرة مؤشرات ذات دلالة حول جودة الخدمة المقدمة بالنسبة لبعد التسهيلات وبعد - السلامة والاعتمادية، الجوانب المالية وبعد الاستجابة والتعاطف.

- ليس لنادي نجم مقرة مؤشرات ذات دلالة حول جودة الخدمة المقدمة بالنسبة لبعد الجوانب المادية الملموسة.

- Theoretical Chapter

1- Introduction and problematic of the study

Human interest in quality was as old as history, as demonstrated by the Babylonian, Egyptian and Roman civilizations. However, quality in its modern sense became more evident after the industrial revolution. Once there is a need for large-scale production to maintain a certain level of quality, with the development of industry and technology and the growing need to respond to the customer's wishes and expectations. Increased interest in quality as a concept, scope and means (Al-Sayyed, 2009, p. 11).

The role of QoS as an indicator of customer satisfaction and organizational performance is now widely recognized. It led to a major research trend in recent years (Barbara R & other, 1990, p11).

Hassan Ahmed Al-Shafei defines quality in the sports field "as achieving the requirements and objectives of the beneficiary in the field of sports and administrative performance in the agreed sports institutions, The beneficiary is concentrated in the player - the administrative - the technical staff - the administrative apparatus - the internal and external audience of the sports institution (Al-Shafei, 2006, p. 51).

As for the idea of quality measurement, the measurement process is one of the main axes to develop the quality of products and services. Auckland has stated that what cannot be measured cannot be developed. The extent to which production efficiency and the level of service provided cannot be developed or decreased without the use of one or more measuring instruments. Having a tight measurement system is the first step of integration and innovation in the development of quality products and services. The use of modern technology and statistical methods supports the efficiency of production and service processes. (Barakat, 2010, p. 5)

The interest in quality of service is not new, old but new in this subject lies in the process of using scientific methods and modern statistical methods to apply models of quality of service measurement, whether in terms of the customer's or service provider's point of view or the overall measurement model. Then evaluate the distinctive levels of performance, through the adoption of the philosophy of continuous improvement of the processes necessary to provide service to the customer (Al-Mahyaw, 2006, p. 89)

In this topic, we want to measure the quality of service of the Nadjem Magra based in M'sila, Who moved to the first professional association this year only, In order to know how responsive the club to the requirements of professionalism and competitiveness.

The quality in the sports field is to achieve the requirements and objectives of the beneficiary and to achieve a high percentage of satisfaction. The quality ratio provided varies from an institution to another depending on the area of competence of this later and the experience of the institution and the efficiency of its human elements and history in the field, and other considerations.

A quality permit is a service or set of services provided by an entity to the beneficiary. Having a high degree of satisfaction in an individual or group of individuals, in a specific area of competence of the service provider. The overall quality provided relates on total satisfaction with the service provided by the customer. In order for the provisions to be valid and objective on QoS, a scientific methodology should be used to measure QoS.

For many years, researchers in the field of quality measurement have developed standards and models for measuring quality that have been recognized by specialists in the field. These models enjoyed a high degree of reliability and were widely used in measuring quality in various fields, including sports. Among these models are the famous *gap model*, the *actual performance model* and *other models*.

In this study we will apply the *Sport model*, which is concerned with measuring quality in the sports field, on the quality of service provided by Najmah Football Club, which is active in the first professional

football association. Does this club have indications of the main dimensions of the scale used?

The problem of research emerges from the following general question:

What is the level of quality of service provided by Nadjem Magra Club Football according to ServSport standard?

The problem of research emerges from the following general question: Can the quality of service at **Nadjem Magra Club Football** be measured using the serveSport model?

To answer this general question, it should be divided into a set of sub-questions. Sub-questions:

1. Does the facility dimension have any significant indicators of the quality of service of Nadjem magra football club?
2. Does the safety and reliability dimension have any significant indicators of the service quality at **Nadjem Magra Club Football**?
3. Do some physical aspects of the service have significant indicators of the quality of service **Nadjem Magra Club Football**?
- 4 Do the financial aspects have significant indicators of the quality of service at **Nadjem Magra Club Football**?
5. Does the response and empathy have significant indicators of the quality of service at **Nadjem Magra Club Football**?

Study hypotheses:

2.1 General Hypotheses: The quality of service provided by **Nadjem Magra Club Football** has significant indicators of the level of service provided model.

2.2 Partial Hypotheses

1. **The quality of service provided by Nadjem Magra Club Football has significant indicators of the level of service provided**
- 2 - **Dimension of safety and reliability are indicative of the level of quality of service at Nadjem Magra Club Football.**
- 3 - **The physical aspects of the physical indicators of the quality of service at the Nadjem Magra Club Football.**
- 4 - **The financial aspects have significant indicators of the quality of service of Nadjem Magra Club Football.**
- 5 - **After the response and sympathy have significant indicators on the level of quality of service at Nadjem Magra Club Football.**

The importance of the study:

The issue of measuring the quality of service of **Nadjem Magra Club Football** in M'sila is important in that it is new and has not been touched by anyone before. The specialization of sports management in Algeria is still under construction and progress. It needs more research and studies in order to enrich the scientific material in this area, This type of placement is very useful for those working in the field of sports management in developing new ideas and projects based on the results of this modest research. It is also useful in the development of an objective perception of the problems experienced by the sports administration in Algeria in general and professional sports clubs in particular and the requirements of future work to achieve the sports renaissance.

The aim of the study:

The study aimed to measure the quality of service at Najmah football club using the serveSport mode.

2- The significant terminology of the research:

1- Measurement:

Language: Measurement in the source language of the harsh, In the sense of destiny, It is said that the earth measured by the Kasbah. Their ability out, I measured the dress with the arm, His ability to do (*almostanir.com*).

Idiom: Determine numbers for attributes, properties or objects according to laws giving meaning to these numbers. (Hafez, 1425, p. 09)

Procedural definition: Measurement is the process of judging a service or product by giving a quantitative or discretionary statement or a ratio to judge a service or product.

2- Quality:

Language: It is an asset that indicates the tolerance of the thing and the frequent giving and horse means generous and good derivatives against the bad, The serious thing is the quality of any squeaky good.

- **Idiom:** refers to the Latin word "*qua litas*", which means the degree of hardness.

Hassan Ahmed Al-Shafei defines her as:

- To achieve the expectations of the beneficiaries of sports activities - player, administrative or public.
- The degree to which the level of performance and achievement of sports or administrative in different sports institutions correspond to the design, processes and specifications available (inputs).
- Crosby defined it as meeting requirements.
- Goran defined it as convenient to use.
- defined by the American Society for Quality Control as the features and characteristics of the total good or

service that match the ability to meet the demand or implied needs.

- It also adds that it is appropriate for the goals and purposes of sports activity.
- The integration of features and characteristics of a product or service in such a way as to meet specific or implicit needs or requirements. (Al-Shafei, 2006, p. 47, p. 46).

Ali al-Selmi, citing Qeshta, defines it as the desire to achieve desirable results that will benefit stakeholders, It is carried out by a group of specialists who manage the necessary resources and capabilities, Identify the work to be done and make plans and programs, They lead the implementers and monitor performance to ensure that the desired results are achieved, Taking into account the circumstances surrounding them, They seek opportunities, avoid risks and prepare for future possibilities (Qeshta, 2002, p. 37).

The American Quality Institute defined quality as the correct and correct work performance from the first time with reliance on the beneficiary's assessment of the performance improvement (Al-Samarrai, 2007, p. 28).

Procedural definition of quality: The ability of the service to gain the trust and satisfaction of the customer or the customer or the consumer and maintain confidence as long as possible.

- 2- **Service:** - These are the efforts of the organization to achieve special needs of customers and the organization does not aim to provide that service to achieve material benefit or economic profit only to the extent to seek to provide a measure of acceptance and excellence over competition (British Arab Academy for Higher Education, p. 01).

- Ramas and the amny of the service, quoting Shasha, defined it as "a set of procedures or transactions between the employer (the

service provider) and the recipient of the service (the client) to produce outputs that satisfy the customer."

- Zethamel and Bitnar defined it as "a collection of actions, processes and achievements".
- Procedural definition of service: is the transfer of the needs and interests of the customer and turn it into reality.

Quality of service:

- Unspecified procedures to achieve all the requirements of the internal and external beneficiary of the sports institution and sports activity.
- Deming mentions quality as design, conformity, sales and service are closely linked and his philosophy of quality management is that (productivity or service improves as differences and differences decrease).
- William and Harriet say that the concept of quality goes beyond the quality of product and service to include the quality of communication, information, personnel, procedures, supervision, management and the organization as a whole.
- Goran states that the concept of quality is appropriate for use (Shafei, 2003, pp. 33-34).
- Lewis: Quality of service is a measure of how well a service meets customer expectations. (Shaza, 2004, p. 37)

Procedural definition of quality of service: is the fulfillment of the wishes of the beneficiary to achieve satisfaction in all respects and continue to do so all the time.

5- Concept of Total Quality Management:

In this regard, Hassan Ahmed Al-Shafei provides a set of definitions for the most important quality pioneers in the world:

Goran is a system of activities geared towards fulfilling the needs of customers, giving employees power, higher revenues and lower cost to the organization.

Auckland: is a way to improve the flexibility and effectiveness of business with the possibility of improving the organization and participation of each department, activity and individual at all administrative levels within the organization.

Arthur: It is a cultural revolution in the way management works and thinks about quality improvement.

- Jablonski: A collaborative form of business performance by mobilizing the talents and abilities of all employees and management to continuously improve productivity and quality using teams.

Idiom: means the excellence of a sports institution, service, performance, behavior or person in sports and similar in other fields (Al-Shafei, 2006, p. 78.77).

Procedural definition of total quality management: are the manifestations of excellence that characterize the various administrative processes in sports management and the continuous improvement of these processes to reach a high degree of internal and external satisfaction.

8 - The concept of the club: is a civil society formed by a group of individuals of their own volition without direct intervention from the State and aims to invest leisure time among its members through sports as a basic activity and social activity as a parallel activity. (Saadani, 2000, p. 07)

9. Concept of Quality of Service Dimensions

9.1 Concrete items: The external appearance of the equipment, equipment, personnel and communication devices used.

9.2 Reliability: Ability to deliver services efficiently and accurately and reliably.

9.3 Response: Desire to assist clients and provide them with appropriate services.

9.4 Safety: The extent to which employees have the knowledge and ability to provide confidence and security to the services they provide.

9-5 Empathy: The extent of personal attention paid by the institution to its customers and the extent of its ability to identify the needs of its customers and care for their interests (Shaasha'a, 2004, p. 58)

3- The Art Condition and Similar Studies:

4-

1-Zethamel et al. 1999: This team conducted a study to identify the nature of the expectations and perceptions of a sample of students to the level of services provided by the University. The results showed that there are statistically negative differences between these expectations and perceptions in some areas and positive differences in others. The results also showed that there are no significant differences in the level of these differences due to the variables of sex, specialization and educational attainment.

3- Senggol and Hensuk Study 2004: The study aimed to investigate the effectiveness of testing the gap between perceptions and expectations to measure the quality of services offered by a Korean institute of higher education, The sample consisted of (86) beneficiaries of the services of this institute, The results also showed differences in the level of the gap in estimating the quality of services according to the gender variable in favor of males.

4- Study of Nawar Ahmed 2011-2012

The thesis was entitled: The application of the gap method to measure the quality of service in multi-sports halls : A field study for the Wilayat of Skikda.

The study aimed to identify the gap between beneficiaries' perceptions and expectations of the service provided in multi-sports halls. The study was conducted on a sample of players, beneficiaries, pioneers and parents between December 2011 and June 2012. The researcher used the descriptive approach. One of the findings is that there is a negative gap in all dimensions of quality of service between the expectations of the beneficiaries and their perceptions of the actual service provided in the multi-sports halls.

5- Bouabdallah Saleh 2013-2014:

A PhD dissertation dealing with the subjective and objective quality measurement of service and linking them for the benefit of improvement, The study aimed to explore the determinants of perceived quality in the Algerian context, especially the service at the Algerian Post, As well as directing improvement efforts towards the right priorities, The author of the study built a special quality of service standard called "Post Quality" and to show that the three dimensions of quality in this sector are: functional quality, technical quality and complaint handling.

The practical chapter:

1- Followed Methodologies:

The word curriculum is derived from an approach, Any way, it means a road, Its of Greek origin, Means research, consideration or knowledge, that lead to the desired purpose, In scientific research, the curriculum represents a set of rules and bases that are set in order to reach the truth, These methodological bases shall serve as a guide to

the researcher so that the study is accurate and objective(Omar, 1996, p. 48).

2- The appropriate approach to a study is chosen depending on the nature of the study

3- Through our study tagged: Measuring the quality of service of a Nadjem Magra football club in M'sila using the Servesport model, The methodology used is descriptive and analytical approach to suit the nature of the research.

1.2 Study Population: The study community means all the vocabulary and things you want to know about certain characteristics, In this study, the study community includes players, coaches and managers from Nadjem Magra football club in M'sila.

The research sample: The selection of the sample is one of the important steps and stages of the researcher, There is no doubt that the researcher thinks about the research sample since he starts to identify the problem of research, Because the nature of the research and its objectives and assumptions control the steps of its implementation and the selection of tools such as sample, test and questionnaire(Oweibdat et al., 2001, p. 99)

We therefore try to make the study sample more representative of the indigenous community, Which enables us to get results that can be generalized.

1-4 Data and information collection tools:

1-4-1 Questionnaire:

The questionnaire is a convenient tool for obtaining information, data and facts related to a particular reality. The questionnaire is presented in the form of questions from a range of themes. Each axis answers a hypothesis that asks for an answer. The researcher used the Servesport Dimensions questionnaire as a data collection tool.

The second part of the questionnaire is answered using the five-degree Likert scale, Respondents were asked to give a grade on whether they agree or disagree with each of the terms of the scale as follows:

- Strongly disagree (one notch).
- Not OK (two degrees).
- Neutral (three degrees).
- OK (four degrees).
- Strongly agree (five degrees).

Search variables:

1- Independent variables:

The main dimensions of QoS are:

- 1 Facilities
- 2 Safety and reliability
- 3 Physical aspects
- 4 Financial aspects
- 5 Response and empathy

Dependent variables:

A- Total Quality: B- Total Satisfaction.

1-6 Procedures for field application of the study tool: Distribution of scale forms to individual club members as well as the target sample and supervision of the process in person at the club training center level, Retrieve the forms on the same day of distribution and ensure that the sample responds to all statements.

Statistical Methods:

The aim of the statistical study is to arrive at significant quantitative indicators, help us to analyze, interpret and judge the validity of the hypotheses and statistical rates used. In this research, we have processed the results using SPSS version 22.

The following statistical methods were used:

- Frequencies and percentages to describe the sample data in terms of characteristics.
- The arithmetic mean to measure the degree of approval of the dimensions of service quality for the second part of the form and the degree of total satisfaction and total quality of service for the third part of the form.
- Standard deviation to measure the degree of dispersion in the values of sample responses on the arithmetic mean.

2. Presentation, interpretation and discussion of results:

01 Analysis of the results of the first dimension of the facilities:

Analysis of the results of the first dimension of the facilities

The general trend	standard deviation	mean	Strongly Disagree	not agree	neutral	OK	Strongly Agree	Facilities
			%	%	%	%	%	
OK	1.08	3.53						1Training programs and classes are particularly attractive.
			%1.9	%6.3	%10.4	%58.2	%21.6	
OK	1.05	3.93						Player mobility for interviews is characterized by a high degree of safety.
			%3.4	%9.8	%9.8	%44.7	%32.3	
OK	0.97	3.51						The club has enough places to change clothes
			%3.7	%18.3	%14.2	%47	%16.4	
OK	0,83	3.77						The Club Management maintains various records and important files
			%4.1	%3.8	%18.8	%46.6	%26.7	
OK	0.89	4.04						The club has various technical equipment such as medical team and training team.
			%1.5	%6.4	%9.8	%51.1	%31.2	
OK	1.15	3.54						The club has sufficient and attractive showers
			%5.2	%17.5	%15.7	%41	%20.1	
OK	0.95	3.94						The club responds to the player's desire to have a professional experience
			%3	%4.9	%15.9	%47.3	%28.8	
OK	0.99	4.01						The club guarantees good accommodation conditions for both players and coaches
			%3.4	%6.4	%9	%48.5	%32.7	

Measuring the Quality of Service of Nadjem magra football Club in M'sila using

OK	0.96	3.65						Respect and welcome guests and visitors of the club
			%4.2	%3.8	%12.5	%51.1	%28.4	
OK	1.12	3.48						The club has sufficient and clean toilets.
			%4.5	%20.5	%12.3	%45.1	%15.7	
OK	0.97	3.97						The club ensures easy mobility with ease and comfort
			%2.7	%8	%9.1	%50	%30.3	
OK	1.13	3.58						The club has specialists in sports medicine for emergency treatment
			%6	%14	%15.5	%44.5	%20	
OK	1.12	3.96						The club has the necessary tools to treat sports injuries necessary during games or training sessions.
			4.2 %	14.6%	13.6%	42.4%	25%	
OK	0.83	3.77						The members of the club's management and staff enjoy a proper and decent appearance.
			1.1 %	9.7%	12.3%	63.1%	%12.3	
OK	3.76							Total

Through the table, we note that most of the respondents unanimously agreed to answer the various terms of the dimension of facilities. Most of the respondents' answers were in agreement with all the statements of the dimension. With an average of between 3.48 and 4.04. The value of the total arithmetic mean of the responses of the respondents was 3.76. With a standard deviation of 0.76, Statement No. 5 on the availability of the club on the various technical equipment required, such as medical team, training team ranked first in the responses of respondents, With a mean of 4.04 and a standard deviation of 0.89,

This is followed by statement No. 8, which concerns the club's guarantee of good living conditions for both players and coaches with an average of 4.01 and a standard deviation of 0.99. Then number 11 is ranked third with an average of 3.58 and a standard deviation of 0.97 which relates to the club's guarantee of easy mobility in all comfort and without problems. Then statement number 13 on the availability of the necessary tools for the treatment of sports injuries, whether during the games or training sessions in the fourth place with an average of 3.96 and a standard deviation of 1.12. Phrase 07 ranked fifth with an average of 3.94 and a standard deviation of 0.95. Then number 2 on the safety of players' mobility for interviews came in sixth place with an average of 3.93 and a standard deviation of 1.05. Then, words 4 and 14 (the club's management keeps different records and important files) are ranked seventh with an average of 3.77 and a standard deviation of 0.83. Phrase 9 (respecting and welcoming the guests and visitors of the club) came in eighth with an average of 3.65 and a standard deviation of 0.96. The number 6 is followed by ninth place (the club has sufficient and attractive showers) with an average of 3.54 and a standard deviation of 1.15. Then phrase number 1 (training programs and classes are particularly attractive) came in tenth place with a mean of 3.53 and a standard deviation of 1.08, The 11th position was for phrase 3 (the club has enough attractive dressing places.) With an arithmetic mean of 3.51 and a standard deviation of 0.97, Phrase 10 ranked last with an average of 3.48 and a standard deviation of 1.12.

From the table, we note that the respondents unanimously agreed to answer the statements of dimension This indicates that the club has significant indicators of quality of service with the approval of the club members themselves.

We conclude that after the facilities is one of the dimensions of the quality of service Nadjem Magra Club Football in M'sila.

2-Analysis of the results of the second axis of the dimension of safety and reliability:

A table showing the sample frequencies, the arithmetic mean and the standard deviation of the reliability dimension.

The general trend	standard deviation	mean	Strongly Disagree	not agree	neutral	OK	Strongly Agree	Safety and reliability
			%	%	%	%	%	
OK	1.19	3.53	10.2%	10.2%	14.7%	47.4%	17.7%	The behavior of members of the club's management enhances a sense of security and confidence.
OK	1.07	3.65	%3	%15.8	%15.8	%43.8	%21.5	Knowledge of staff and Board members of adequate information and good communication.
OK	1,05	3.84	%3.8	%9.1	%14.7	%44.2	%28.2	Staff and board members are decency and good character.
OK	0,89	4.04	%1.5	%6.4	%9.8	%51.1	%31.2	The management of the club is confidential regarding the information of players, coaches and club members.
OK	0.98	3.88	%4.1	%3.8	%18.8	%46.6	%26.7	Security and public safety facilities are well and efficient.
OK	1.13	3.29	%10.6	%14	%19.3	%47.7	%8.3	Services are provided quickly

OK	1.2	3.45	%7.5	%15.8	%21.8	%33.8	%21.1	There is an immediate response to the problems of players, coaches and technical staff
OK	1.04	3.6	4.1%	14.3%	14.7%	51.1%	15.8%	There is a constant willingness to cooperate to resolve outstanding problems
OK	1.13	3.38	7.5%	18%	16.1%	46.1%	12.4%	There is a commitment to deliver the service on time
OK	1.08	3.62	5.7%	10.6%	18.9%	45.8%	18.9%	The management of the club puts the interest of the player and the coach at the forefront of its concerns
OK	1.12	3.53	7.2%	12,5%	17%	47.2%	16.2%	There is a concern to solve the various problems facing players and coaches.
OK	3.73	Total						

Through the table we note that most of the respondents unanimously agreed to answer the various terms of the dimension of safety and reliability, The mean of the total answers of the respondents was 3.73 and a standard deviation of 0.80. Statement 4 ranked first in the sample responses with a mean of 4.04 and a standard deviation of 0.89. The responses of the respondents to the axis statements are as follows:

Phrase 4 ranked first as we explained earlier. Phrase 5 (well and effectively available security and safety equipment) is second with an average of 3.88 and a

standard deviation of 0.98. Statement 3 (staff and members of the Board of Directors is fit and well-mannered) came in third with an average of 3.84 and a standard deviation of 1.05. Then No. 2 (staff and board members are adequately informed and well communicated) ranks fourth with an average of 3.65 and a standard deviation of 1.07. In the fifth place came the phrase number 10 (the management of the club puts the interest of the player and the coach at the forefront of its interests) with an average of 3.62 and a standard deviation of 1.08. Then phrase 8 (there is a constant willingness to cooperate to resolve outstanding problems) came in sixth place with an average of 3.6 and a standard deviation of 1.04. Phrases 1 and 11 shared the seventh rank (there is a concern to solve the various problems facing players, coaches and technical staff, the behavior of members of the management of the club promotes a sense of security and confidence) in seventh place with an average of 3.53 and a standard deviation of 1.19. Phrase 7 was ranked 8th with a mean of 3.45 and a standard deviation of 1.2.

We note that the members of the club are collectively agreeing on all statements after safety and reliability with answers averaging between 3.38 and 4.04. This is an acknowledgment by the club members of the availability of elements after the safety and reliability of the club. From it we conclude that the variables after reliability are one of the dimensions of the quality of service of the star football headquarters in M'sila. This indicates that there is a good quality of service in terms of safety and reliability of players and coaches.

5- Analysis of the results of the third axis on the dimension of concrete physical aspects:

Table showing the repetitions of the sample members, the arithmetic mean and the standard deviation of the tangible physical aspects.

The general trend	standard deviation	mean	Strongly Disagree	not agree	neutral	OK	Strongly Agree	Physical aspects
			%	%	%	%	%	
OK	1.08	3.53	%7.1	%13.7	%10.4	%57.1	%11.6	The club has modern facilities and appropriate technologies
OK	1.14	3.41	%7.1	%17.2	%15.7	%45.1	%13.4	The club has attractive facilities and buildings
OK	0.97	3.59	%3	%12.7	%19.4	%50.4	%13.4	The club has important facilities such as halls, facilities and playgrounds
neutral	1.29	3.3	%11.2	%20.5	%12.7	%36.6	%18,3	The club has high quality retrieval facilities: bathrooms, jacuzzi, sauna..... ,
neutral	1.20	3.04	%12.3	%22	%24.6	%30.2	%10.4	The club has enough rest areas for club members
not agree	1.19	2.77	%12.7	%38.1	%17.2	%22.8	%9	The club has enough amusement places for the club members
neutral	3.27		total					

Through the table, the sample respondents varied between OK, Neutral and Disagree. The arithmetic mean of the total sample responses was 3.27 and a standard deviation of 0.80. Phrase 3 (the club has important facilities such as halls, facilities and playgrounds.) Ranked first in the responses of respondents with an average of 3.59 and a standard deviation of 0.97. The responses of the respondents to the axis statements are as follows:

Phrase number 3 ranked first as we explained earlier, Phrase 1 is second (the club has modern equipment and appropriate techniques with an arithmetic mean of 3.53 and a standard deviation of 1.08.

Phrase 2 (the club has attractive facilities and buildings) came in third with an average of 3.41 and a standard deviation of 1.14. Phrase 4 (the club has high quality retrieval facilities: bathrooms, jacuzzi, sauna,)

in fourth place with an average of 3.45 and a standard deviation of 1.2.

Respondents were neutral, in the fifth place came the statement No. 5 (the club has special rest places sufficient for the members of the club) with an arithmetic average of 3.04 and a standard deviation of 1.20.

The answers of the respondents were neutral, Then, phrase 6 (the club has enough amusement places for the club members) came in sixth place with an arithmetic average of 2.77 and a standard deviation of 1.19 and the responses of the respondents disagreed,

The total responses of the respondents to the statements of the dimension of the physical aspects were neutral. This indicates that there is a difference in the

responses of the respondents about the statements of dimension and there is a divergence of visions among the respondents. Perhaps it is because some players are active in larger clubs and therefore the possibilities were greater in their former clubs In addition, Najma Club has recently moved into the adult section and has not yet adapted to the requirements of large clubs.

We conclude that the club is still suffering in terms of material tangible aspects and still waiting for the club a lot of work and investment to reach the required level of professionalism, especially as it is new in the upper levels.

6- Analysis of the results of the fourth axis on the dimension of financial aspects

Table showing the iterations of the sample members, the arithmetic mean and the standard deviation of the financial aspects:

The general trend	standard deviation	mean	Strongly Disagree	not agree	neutral	OK	Strongly Agree	Financial aspects
			%	%	%	%	%	
OK	1.19	3.53	%11.7	%13.5	%20.3	%36.8	%17.7	The club fulfills its financial commitments
OK	1.07	3.65	%6.4	%10.9	%14.3	%52.6	%15.8	The club has a program of incentives and bonuses
OK	1,05	3.84	%8.3	%10.9	%15.5	%49.8	%15.5	The financial dues correspond to the contract
OK	1.06	3.65	%11.4	%15	%22.6	%40	%11	The player benefits from a percentage transfer value

OK	0.98	3.88	%4.1	%3.8	%18.8	%46.6	%26.7	Financial dues are given on time
OK	Total							

From the table, we note that the majority of the respondents unanimously agreed to answer "with approval" on the various terms of the dimension of financial aspects, With an average of between 3.88 and 3.53. In terms of ranking, phrase 5 (financial receivables given on time) ranked first in the sample responses with a mean of 3.88 and a standard deviation of 0.98. Followed by statement 3 (financial receivables match the contract) with an average of 3.84 and a standard deviation of 1.05, Then, phrases 2 and 5 came in third with a mean of 3.65 and a standard deviation of 1.07, (Financial dues are given on time, the club has a program of incentives and bonuses), Statement 01 (the club fulfills its financial commitments) is ranked fourth with an average of 3.53 and a standard deviation of 1.19.

We note from the table and the responses of the respondents that the total of their responses were agreed with an acceptable arithmetic average between 3.53 and 3.88. There is agreement on the statements after the financial aspects of the sample members. This indicates that the club has a comfortable financial means to meet the players and training crew, which makes it a kind of satisfaction for the team members. We conclude that the club has a good quality of service in terms of financial aspects and incentives, which reflected positively on the results of the team in the field and its rapid rise in results.

-5 Analysis of the results of the fifth axis of the response and empathy dimension:

A table showing the percentages of sample responses, standard deviation, the mean of the response dimension and empathy.

The general trend	standard deviation	mean	Strongly Disagree	not agree	neutral	OK	Strongly Agree	Response and empathy
			%	%	%	%	%	
OK	1.04	3.21	%6.4	%19.2	%29.4	%37	%7.9	There is a response when you want to change the club
OK	0.99	3.65	%3.8	%11.8	%17.5	%52.1	%14.8	Players, coaches and various equipment are notified of the delivery and completion dates
OK	1,05	3.62	%4.9	%9.5	%19	%51.3	%52.2	There is a response to a license to attend family events and holidays
OK	1.06	3.65	%11.4	%15	%22.6	%40	%11	Fun spirit and friendship are clear in dealing within club management
OK	total							

From the table, we note that the majority of the respondents unanimously agreed to answer "with consent" to the various statements of the response and empathy dimension, All dimension statements corresponded to the "OK" answer

with an arithmetic mean of 3.65 to 3.21. The arithmetic mean of the responses of the respondents about the dimension statements was 3.53 with a standard deviation of 0.78. In terms of rankings, phrase number 2 (players, coaches and different agencies are notified of the dates of service delivery and completion) Phrase 4 (cheerfulness and friendship is clear in dealing with club management) ranked first in the responses of respondents with a mean of 3.65 and a standard deviation of 0.99 for phrase 2 And 3.65 and the standard deviation of 1.06 for statement 4. The second is followed by phrase 3 (in response to a license to attend family events and holidays) with an average of 3.62 and a standard deviation of 1.05. Then No. 1 is in third place with a mean of 3.21 and a standard deviation of 1.04 (there is a response if you want to change the club).

We note that the sample respondents agree with the answer to all statements after the response and empathy with an average of between 3.21 and 3.65. This indicates the complementarity of the members of the club among themselves and the atmosphere of mutual trust between its members. This indicates the good relations between management, players and training staff that contributed to the improvement of the team's results and its rise to a higher level. Therefore, statements of responsiveness and empathy are significant indicating the quality of service in this dimension.

7- Finding and propositions results:

Nadjem magra football Club has significant indicators about the quality of service provided in relation to the facilities.

- **Nadjem Magra Club Football** has significant indicators about the quality of service provided in relation to safety and reliability.

Nadjem Magra Football Club does not have any significant indicators on the quality of the service provided in relation to the physical aspects.

- Nadjem Magra football Club has significant indicators about the quality of service provided in relation to the financial aspects.
- Nadjem magra football Club has significant indications about the quality of service provided with respect to response and empathy.

Suggestions:

- Measuring QoS using the gap model.
- Measuring the quality of service using the service model on other clubs and in other disciplines.

8- List of used sources and references in the study

- Mahdi Al-Samarrai, Total Quality Management in the Production and Services Sectors, Jarir Publishing and Distribution House, Amman, 1st edition, 2007.
- Hassan Ahmed El-Shafei, Standards for the Application of Total Quality Management in Sports Institutions in Arab Society, Dar Al-Wafaa for Printing and Publishing, Alexandria, Egypt, 2006.
- Dr. Fawzi Habib Hafez, measurement and its applications in field research, King Fahd National Library, Jeddah, Saudi Arabia, 1425.
- El-Saadany Khalil Abdel-Ghany El-Saadany, Analytical Study of the Professionalism of Football Players in the Arab Republic of Egypt, Master Thesis, Helwan University, Egypt, 2000.
- Omar Nasrallah Qeshta, Strategy for Implementing Total Quality Management for Sports Training in Palestinian Sports Federations, Dar Al-Wafaa for Printing and Publishing, 1st Floor, Alexandria, Egypt, 2011.
- Mohammed Sayed Hamzawi Performance Measurement in Contemporary Organizations and Institutions, Riyadh, 2013.
- Arab-British Academy for Higher Education, Total Quality Management: A Theoretical and Proposed Study in King Fahd National Library, Journal of King Fahd National Library, Volume 17, Issue 2, 2011.

- Arab British Academy for Higher Education, customer service, its concept characteristics, stages.
- Nazim Hassan Al-Sayyed, Quality Accounting - Analytical Approach -, Dar Al-Thaqafa for Publishing and Distribution, 1st Floor, Amman, Jordan, 2009.
- Ziad Barakat, the gap between perceptions and expectations to measure the quality of services provided by Al-Quds Open University from the perspective of its students, Al-Quds Open, Palestine, 2010.
- Dr. Qasim Nayef Alwan Al-Mahyaw, Quality Management in Services, Dar Al-Shorouk for Publishing and Distribution, 1st Edition, Amman, Jordan, 2006.
- Wikipedia the free encyclopedia.
- www.startimes.com
- www.dmowoo3.com.
- almostanir.com