

A gap method to measure the quality of service of sports facilities Directorate of Youth and Sports in Minia Governorate

Dr/ Ahmed Azmy Emam

Dr/ Hussein Mohamed Abd elHalim

University of Minya - Poster

Recently many modern administrative methods has been appeared, which in turn contributed to the development of the administrative view in the administrative institutions in general and sports in particular, this was reflected in the ability of these institutions to achieve their objectives efficiently and accuracy.

Therefore, the superiority of any institution is mainly due to its focus on understanding the requirements of their customers, and their ability to meet those needs and the requirements of its customers continuity (Abdullah Amin " 1998 " , 15).

Expectations play an important and significant role in judging institutions services, as the beneficiary compare between the level of actual offered service according to their knowledge and their expectations for excellent service, in order to achieve an

acceptable level of high quality service from the perspective of the beneficiaries, institutions must work to meet the expectations of citizens (Sabeet Idris" 2000" ,509).

Total quality is one of the rapid change models in management, even it is one of the administrative creations that settled and keep its luster for a long time, " Goran Jouran" , one of the pioneers of quality says in this regard" if the twentieth century is the century of productivity, the twenty - first century is the era of quality" (Emeal Hanna " 2002" , 15).

measuring the quality of service is one of the topics that topped the administrative thought recently, and the continuation of the service organizations depend primarily on the service that consistent with the expectations of the customer, hence the actual beneficiary is the one who

decide the quality of service, and therefore to ensure the high quality service is to meet the expectations of the customer (Sabeet Idris " 2000 " , 449).

The concept of service quality is reflected by the beneficiary awareness of the quality of service and the degree of compliance with expectations (Parashorman" 1985, 41).

The quality of service is determined not only according to the degree of conformity with the specifications set by the management , but from the perspective of the customer, as he is the only ones who can say that this service is good or bad (Tawfiq Abdel-Mohsen , " 2001" , 6).

The identification of service characteristics is an essential introduction when addressing the quality in the public and sport services institutions, because the indiscernible in service makes some difficulty in measuring the level of provided service quality, because the judgment on the quality of this aspect depends mainly on the perceptions, attitudes and expectations of the beneficiaries of the offered

service (Ibrahim Naze" 2004",75) .

Due to the scientific and administrative development in all areas, which is reflected in the ability of sports facilities and their efficiency to satisfy the needs of the beneficiaries, the concept of service quality is a key aspect in matching these needs and productive capacities to satisfy those needs (Sabeet Idris " 1993" , 150) .

Through the above the researchers realize that the concept of quality imposed itself on our administrative and sports society, sports institutions management is one of the main support that lead, in turn to the development and progression of the state through the development of skills, abilities and power of the youth and young sports boys, as measured by the capacity of institutions through their ability to manage their business from a quality perspective.

The sports facilities at Youth and Sports Directorate in Minia Governorate focused on the application of total quality concept, as the sports facilities, as it is one of the key core of Sports Services, whether they were (players,

youth Centers, sports clubs), but for the management (employees and managers), they must apply this concept and measure the desired results, hence they had to learn how to deal with this audience and gain satisfaction.

The success and continuity of any service enterprise depends on the achievement of its objectives, so service enterprise need means to recognize the gap between beneficiaries (perceptions - expectations) of the sports facilities and the (perceptions -expectations) of those working on those facilities , and determine whether there is a discrepancy or difference between the target and the actually achieved results.

Through their conversant with researches and studies conducted in this field they found- according to their knowledge- lack in the studies that measuring service quality in sports facilities at the Directorate of Youth and Sports Mina governorate through the use of gap technique between perception and expectations.

Hence, the research problem is an attempt to get to

know the reality of service quality in sports facilities at the Directorate of Youth and Sports in Minia Governorate from the perspective of the gap technique.

Research aims:

this study aims to apply the gap technique to measure service quality of sports facilities at the Directorate of Youth and Sports in Minia Governorate.

Research hypotheses:

in the light of the study objective the researchers put their hypotheses in the light of the following questions:

1. is there a match or a difference between the beneficiaries expectations of the level of service provided in sports facilities and their recognition?
2. Is there a match or a difference between the management perception to beneficiaries' expectations of the service in sports facilities and management's perceptions of the service specifications?
3. Is there a match or a difference between beneficiaries' expectations of the provided service level in sports facilities and management perceptions to the

expectations of the beneficiaries?

4. Is there a match or a difference between beneficiaries' perception of the level of service provided in sports facilities and management perceptions of the service specifications?

Terminology Service Quality:
recognition of customer needs and achieve their desires effectively devoid of any defects, from the beginning, as well as to achieve continuity in the performance improvement (Barton, Mson " 1991" , 13).

Gap technique:

Comparison between beneficiary recognition of the actual level of service he gets and his expect to excellence in service (Parshurman " 1988" , 35).

Previous studies:

Study by "Ahmed Bassiouni " (2010) This study aimed to measure service quality using gap technique in students welfare mangment at Egyptian universities , and the study by " Dena Kamal " (2008) The study aimed to measure the service quality of sports programs in terrestrial and satellite channels, and the study of " Ibrahim Nazeh " (2004) this study aimed to

reveal the degree of match or difference between the beneficiaries' expectations and management perception to these expectations , and the study of" Donnelly, et al "(2000) this study aimed to identify beneficiaries' trends and assess the quality of provided services, and the study of " Cook, Colleen, Thompson Bruce" 2000 aimed to granting accreditation and intra-validity of SERVQUAL scale in the evaluation of libraries service quality at takcsas state university as unprofitable enterprise.

Research procedures:

Research Methodology:

The researchers used the descriptive method (surveys) with its procedures and steps to achieve the objectives of the research.

Research Society and sample:

The society and Sample are as follow:

1 - **Beneficiaries:** They are the outside community whom deal with the sports facilities at the Directorate of Youth and Sports in Mina Governorate (players/ youth centers/ clubs), the sample has been selected randomly and consists of (60) individuals .

2 - Management: They the administrators and employee at the Sports management in Directorate of Youth and Sports Mina governorate , that represented in (sports stadium , swimming pool, sports

medicine unit, closed Hall , fitness center) , the researchers selected sample intentionally (N-35) individual, (Table 1) shows the description of the management sample and community .

Table (1)

Description of the management sample and community

institution	Society	Survey sample	Basic sample
Stadium	18	3	11
Swimming pool	18	3	10
Sport medicine unit	10	3	4
Closed hall	13	3	6
Fitness center	11	3	4
Total	70	15	35

Data collection tool:

gap technique questionnaire for measuring service quality at sports facilities in Youth and Sports Directorate:

Questionnaire Description:

both researchers adopted on " Parashurman and his associate " (1988) scale to measure the service quality, which contains five dimensions , represented in (physical aspects, reliability, responsiveness, security, empathy) , the researchers has codified this scale for its phrase to fit with service quality assessment within Sports

institution in youth and Sports Directorate in Minia Governorate , also some other useful phrases are add for measuring service quality, to reach that form (Appendix 2) then presented to a group of 10 experts in the field of sports management to give their opinion on the appropriateness of those phrases to measure service quality at sports institutions. They were (41) phrase, (11) phrase has been deleted because they have less than 70 % of expert's agreement at final they become (30) phrases (Appendix 3), the

researchers put that questionnaire in four forms:

1. Measuring beneficiaries' expectations of the level of provided service by sports facilities.
2. Measuring beneficiaries' perceptions of the actual service provided by sports facilities.
3. Measuring management perceptions of beneficiaries' expectations of the provided level of service by sports facilities.
4. Measuring management perceptions of service specifications of sports facilities.

This to achieve the objectives of the research and answer the four questions to identify the gaps within those facilities, the researchers put the tri- assumed scale, phrases has been corrected as follows:

Agree (3) degrees - to some extent (2) degrees- disagree (1) degree.

Scientific producers:

The researchers calculated the scientific item of the questionnaire as follows:

1- Validity

To assess the questionnaire validity they used the following methods:

(1) Content validity:

The researchers presented the questionnaire on a group of ten experts in the field of sports management and trade (Appendix 1) to give opinion on questionnaire appropriate both in terms of topics and phrases for each axis and the appropriateness of those phrases to presented topic, the percentage of experts opinions about questionnaire phrases ranged between (40%: 100%), and thus (11) phrases were excluded as they had not get 70% of the experts opinions. (Appendix 4), and thus the questionnaire phrases become (30) phrase.

(2) Internal consistence validity:

To calculate the internal consistence validity of the questionnaire the researchers applied it in the sample as follows:

First: the researchers applied it to a sample of (20) beneficiaries.

Second: the researchers applied it to a sample of (15) managers.

The samples were selected from the research community and not original one. , correlation coefficients has been calculated between the degree of each phrases and the total score of the topic to

which they belong, also correlation coefficients between the total scores of each topic and the total score of the questionnaire has been calculated (Appendix 4), and the results were as follows:

First: the method that measures the expectations of the beneficiaries of the level of service provided at sports facilities: Correlation coefficients ranged between each phrase degree of the questionnaire and the degree of its axis (0.63: 0.96), and correlation coefficients ranged between total scores of each axis of the questionnaire axes and their total score between (0.90: 0.97).

Second: the method that measure beneficiaries' perceptions of to the level of the provided service at sports facilities: Correlation coefficients between each phrase degree of the questionnaire and the degree of the their axis ranged between (0.60: 0.91), and correlation coefficients ranged between total scores of each axis of the questionnaire axes and the total score between (0.76 : 0.95).

Third: the method that measure management

perceptions to beneficiaries' expectations to the level of the provided service at sports facilities: Correlation coefficients between the degree of each phrase of the questionnaire and the degree of their axis ranged between (0.68: 0.96), and correlation coefficients ranged between total scores of each axis of the questionnaire axes and the total score between (0.93: 0.97).

Fourth: method that measure administration perceptions of the specification of the provided service at sports facilities: Correlation coefficients between the degree of each phrase of the questionnaire and the degree of phrases axis ranged between (0.63: 0.97), also correlation coefficients ranged between total scores of each axis of the questionnaire axes and the total score between (0.74 : 0.94).

They are statistically significant correlation coefficients, which refers to the internal consistency of the questionnaire.

Consistency:

To ensure the stability of the questionnaire, the researchers use the semi-retail method by Alpha Coranbach's

coefficient where the researchers applied in its four methods on a sample of (20) beneficiaries, and on a sample of (15) of management sample, researchers selected samples from the research community not the original sample (Appendix 4) , and the results were as follows :

First: method that measures the beneficiaries' expectations of the level of provided service at sports facilities:

Alpha coefficients of the questionnaire axes ranged between (0.84: 0.92), alpha coefficient of the total score of the questionnaire (0.96).

Second: method that measure beneficiaries' perceptions of to the level of provided service at sports facilities:

Alpha coefficients of the questionnaire axes between ranged (0.81: 0.89), and coefficient alpha of the total score of the questionnaire (0.94) .

Third: method that measure management perceptions of beneficiaries expectations to the level of provided service at sports facilities:

Alpha coefficients of the questionnaire axes ranged between (0.90: 0.94), also the

coefficient of correlation are statistically significant, indicating questionnaire consistency.

Fourth: method that measure administration perceptions of the provided service specifications at sports facilities:

Alpha coefficients of the questionnaire axes ranged between (0.90: 0.94), and alpha coefficient of the total score of the questionnaire (0.96) ,they are a statistically significant coefficients, indicating the questionnaire consistency.

Study Steps : Survey study:

The researchers conducted a survey study of data collection tools; they applied to a sample of the research community outside the basic sample in the period from 1/4 /2012 to 09/04/2012 to identify their relevance and their relation to the application on that sample.

Research application:

After selecting the sample and test the data collection tools and make sure of their validity and consistency the researchers applied to all subjects under study the application period were from 15/ 4 /2012 to 30 / 4 /2012 .

Questionnaires form correction:

After the application the researchers correct the forms in accordance with the previous instructions and after the completion of the correction process the researchers accounted the grades to be statistically processed.

Applied Statistical method:

After data collection and tabulation they were statistically processed, to expense the research results the researchers used the following statistical methods:

- Correlation coefficient
- Percentage

- alpha Cronbach coefficient

- arithmetic mean
- standard deviation
- "T" Test of differences significant.

The researchers agreed the level of significance at (0.05), the researchers also used Spss program to calculate some Statistical coefficients.

Results interpreted and discussion:

Answer to the first question:

1. Is there a match or a difference between the beneficiaries' expectations of the level of provided service at sports facilities and their perceptions?

Table (2)

The results of the gap between the expectations of the beneficiaries of the level of provided service

Axis	Beneficiary's expectation N= 60		Beneficiary's perception N= 60		T value	Level significant
	l	y	l	y		
physical aspects	22.60	2.17	13.73	2.50	21.27	Significant
Reliability	15.20	0.40	9.92	0.89	41.21	Significant
Responsiveness	12.40	1.87	7.03	1.26	18.26	Significant
Security	13.20	0.75	7.10	1.43	29.30	Significant
empathy)	12.43	1.11	8.52	1.21	18.74	Significant
Total grade	75.83	2.94	46.30	4.72	40.67	Significant

(T) tabular value at the level of $(0.05) = 2.00$ Is clear from Table (2) the following: There were statistically significant differences between beneficiaries' expectations of the level of provided service at sports facilities and their overall realization in all dimensions and the total score, which indicates the gap between the expectations of the beneficiaries of the level of the provided service at sports facilities and their perception.

the researchers ascribe that result to the fact that beneficiaries have superior and high-quality preconception about the level of service at those sports facilities till they shock with the bitter reality that those sports facilities in Directorate of Youth and Sports in Minia Governorate follow the ministry, and the plans and traditional regulations that probably consistent with the management, not necessarily agree with all departments, and all this indicates that the

sports facilities are managed under multiple and different objectives, which is reflected negatively on the provision of integrated services, with a clear lack in the sources of funding and this leads to a decline in the level of activities and services provided to beneficiaries in some cases leads to the absence of such activities and services, along with the lack of all physical facilities and the lack of periodical maintenance for tools, leading to a gap between the expectations of the beneficiaries of the level of service and their perception, and this is consistent with the study of "Ahmed Bassiouniy" (2010) and Cook, Colleen, Thompson Bruce" 2000.

Answer to the second question:

2. Is there a match or a difference between management perception to the beneficiaries expectations of the service at sports facilities and the management's perceptions of the service specification?

Table (3)
The results of the gap between management perception to beneficiaries expectations of service at sports facilities and management 's perceptions of the service specifications.

Axis	Management perception of Beneficiary's expectation N= 35		Management perception of specializations N= 35		T value	Level significant
	l	y	L	y		
physical aspects	20.63	1.54	17.09	3.07	6.11	Significant
reliability	13.77	1.52	11.26	1.79	6.18	Significant
responsiveness	11.43	1.38	9.31	1.60	8.51	Significant
security	11.11	1.30	9.66	1.70	5.01	Significant
empathy)	11.57	1.04	10.06	1.75	5.06	Significant
Total grade	68.51	3.71	57.37	8.90	7.82	Significant

T tabular value at the level of $(0.05) = 2.00$

It is clear from the table (3) the following:

There are significant differences between management perception of beneficiaries expectations of service at sports enterprise and management's perceptions of service specifications at all dimensions and the total score and in the direction of management perception to the beneficiaries expectations, which indicates the gap between the management's perceptions of its own specifications at sports facilities and its perception to

the expectations of the beneficiaries.

The researchers ascribe that result to the fact that the management at sports facilities, Directorate of Youth and Sports in Minia Governorate and their staff provide services according to their available abilities and according to the laws and regulations of each facility they thought that these services represent the maximum amount of quality, but in fact they discover that the provided service to the beneficiary are not commensurate with the

expectations due to the limited of offered capabilities by the management as well as the non-allocation of financial support to increase the quality of the provided service and also the lack of the latest modern equipments, and this is consistent with the study of , "Ahmed Bassiouniy " (2010) and the study of " Dena Kamal " (2008) and the study of

"Ibrahiem Nazeah"2004 and Donnelly, et al (2000)

The answer to the third question:

Is there a match or a difference between the expectations of the beneficiaries of the level of provided service at sports facilities and management perceptions to the beneficiaries' expectations?

Table (4)

The results of the gap between the beneficiaries expectations of the level of provided service at sports facilities and management perceptions to beneficiaries expectations

Axis	Beneficiary's expectation N= 60		Management perception of beneficiary's expectation N= 35		T value	Level significant
	l	y	l	y		
physical aspects	22.60	2.17	20.63	1.54	4.72	Significant
reliability	15.20	0.40	13.77	1.52	6.91	Significant
responsiveness	12.40	1.87	11.43	1.38	2.68	Significant
security	13.20	0.75	11.11	1.30	9.91	Significant
empathy)	12.43	1.11	11.57	1.04	3.74	Significant
Total grade	75.83	2.94	68.51	3.71	10.61	Significant

T tabular value at the level of (0.05) = 1.98

It is clear from Table (4) the following:

There are significant differences between the beneficiaries expectations of the level of provided service at sports facilities and management perceptions to beneficiaries expectations at all

dimensions and the total score and in the direction of beneficiaries expectations , which indicates the gap between the beneficiaries expectations of the level of provided service at sport facilities and management

perceptions to beneficiaries expectations.

The researchers ascribe that result to the fact that the beneficiary have had an ideal mental concept about sports facilities and what can be expected from physical facilities ,capabilities , services and modern equipment that should be renewed and maintained regularly is totally incompatible with the concept reached to management through the limited capabilities and lack of resources for equipment renewal , which make them pay attention to the fact that the status represented in the failure of the management of sports facilities

at Directorate of youth and Sports in Minia Governorate in fulfilling the requirements and needs of the beneficiaries , whether they (individuals, youth centers , clubs), and this was confirmed by the study of , "Ahmed Bassiouniy " (2010) and the study of " Deana Kamal " (2008) and Cook, Colleen, Thompson Bruce" (2000)

The answer to the fourth question:

4. Is there a match or a difference between the beneficiaries perception to the level of provided service at sports facilities and management perceptions of the service specification ?

Table (5)

The results of the gap between the beneficiaries perception to the level of provided service at sports facilities and management perceptions of the specification of service.

Axis	Beneficiary's perception N= 60		Management perception of service specializations N= 35		T value	Level significant
	l	y	l	y		
physical aspects	13.73	2.50	17.09	3.07	5.79	Significant
reliability	9.92	0.89	11.26	1.79	4.88	Significant
responsiveness	7.03	1.26	9.31	1.60	7.68	Significant
security	7.10	1.43	9.66	1.70	7.83	Significant
empathy)	8.52	1.21	10.06	1.75	5.06	Significant
Total grade	46.30	4.72	57.37	8.90	7.93	Significant

T tabular value at the level of (0.05) = 1.98

It is clear from Table (5) the following:

There are significant differences between beneficiaries' perception of the level of provided service at sports facilities and management perceptions of specifications in all dimensions and the total score in the direction of management perceptions of service specification, which indicates the gap between the beneficiaries' perception to the level of provided service at sports facilities and management perceptions of service specification.

The researchers ascribe that result to the fact that the beneficiary understands the actual reality of the sports facilities contrary to the ideal concept about it and estimated accurately the actual reality of

the potential facility, on the other side the management the limited capabilities consistent with the needs of the beneficiary, leading to a gap between the beneficiaries' perception to the level of provided service at sports facilities and management perceptions of service specification, this was confirmed by the study of, "Ibrahim Naazih" (2004) and the study of "Deena Kamal" (2008) and the study of, Cook, Colleen, Thompson Bruce" (2000) and the study of "Donnelly, et al" (2000).

Gaps Sorted related to the measurement of service quality at sports facilities-Directorate of Youth and Sports:

Table (6)
gaps sorted related to measurement of service quality at -sports facilities Directorate of Youth and Sports

Axis	First gape		Second gape		Third gape		Fourth gape		difference	Final sort
	difference	Sort	difference	Sort	difference	Sort	Difference	Sort		
physical aspects	8.87	1	3.54	1	1.97	1	3.36	1	17.74	1
reliability	5.28	4	2.51	2	1.43	2	1.34	5	10.56	4
responsiveness	5.37	3	2.12	3	0.97	4	2.28	3	10.74	3
security	6.10	2	1.45	5	2.09	1	2.56	2	12.20	2
empathy)	3.91	5	1.51	4	0.86	5	1.54	4	7.82	5

It is clear from Table (6):

the "physical aspects" was the first in terms of gaps widening at sport facilities in the

Directorate of Youth and Sports, while in second place was the "afety", the third

arrangement was "Response", the fourth one was "reliability", while in the fifth and last arrangement was "Empathy". The researchers ascribe that result to the fact that the physical aspects play a key role in the product, which beneficiaries want represented in stadiums quality and equipment and its potential and evolution, and in actual fact, we find that financial resources are very limited and the lack of support weakens its efficiency, which have the opposite effect in fulfilling the requirements of the beneficiary, and the security aspect follows the physical aspects represented at the lack of safety and security factors in the stadiums or absence of a specialist of injuries and physical therapy, while responding aspect following safety and as a result of its formed in some situations, such as the slow reaction from staff in the sports facilities to meet the requirements of the beneficiary, and the reliability came in the last in the gaps order as a result of failure to provide service in time and that the administration does not take effective action to address deficiencies in the performance

of employees, while empathy came in the fifth and final ranking in the order of gaps because some workers cooperated with beneficiaries in sports facilities at the Directorate of Youth and Sports.

Conclusions:

In light of the results of research the researchers reached the following conclusions:

1- There were statistically significant differences between beneficiaries expectations of the level of provided service at sports facilities and their perception in all aspects and the total score and in the direction of the beneficiaries expectations, which indicates the gap between the beneficiaries expectations of the level of provided service at sports facilities and their perception.

2- There are significant differences between management perception to beneficiaries expectations of the provided service at sports organization and management's perceptions of its own specifications in all dimensions and the total score and in the direction of management perception to the beneficiaries

expectations, which indicates the gap between the management's perceptions of service specifications at sports facilities and its perception to the beneficiaries expectations.

3- There are significant differences between the beneficiaries expectations of the level of provided service at sports facilities and administration perceptions to the beneficiaries expectations in all dimensions and the total score in the direction of beneficiaries expectations, which indicates the gap between the beneficiaries expectations of the level of provided service and administration perceptions to the beneficiaries' expectations.

4- There are significant differences between the perception of beneficiaries to the level of service provided facilities sports and perceptions of management specifications service in all dimensions and the total score and in the direction of perceptions of management specification service, which indicates the existence of a gap between the perception of beneficiaries to the level of service provided facilities sports and perceptions

of management specification service.

5- " physical aspects " came in the first in terms of gaps sorting at sporting facilities in the Directorate of Youth and Sports , while " safety " in second place , "Response", was the third, and " reliability ", stated in fourth while "empathy ." in the fifth and last order.

Recommendations:

In light of the results of research the researchers recommend the following:

1- Making a proposed model for service quality at sports facilities- directorates of Youth and Sports in the Republic of Egypt that have the ability to address the gap between the beneficiaries' perceptions and expectations.

2- Urged the Ministry of Youth and Sports to pay attention to providing the necessary resources to improve the quality of service within the sports facilities- Directorates of Youth and Sports at the overall Republic.

3- The need to provide sports facilities - Directorates of Youth and Sports at the overall Republic with the latest sports equipment and modern

technology to achieve high levels of service quality.

4- Refine and rehabilitation of workers and sport specialists at sports organizations with training courses on how to manage the sports facilities in the light of total quality management.

5- Urged the researchers to conduct several studies using gap scale to identify the quality of provided services in different sectors.

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