

Examining the Relationship between Team Identification and Service Quality in College Sport Website

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College sport fans interact with college sport websites to access game schedules, players' information, ticket sales, online shopping, message boards, and chat rooms with others. Additionally, the recent emergence of media technologies (e.g., podcast, live broadcasts, social networking, mobile networking) has encouraged more interaction with sport fans, and those technologies have been updated in many sport websites (Loakimidis, 2010). In these competitive surroundings, it is indispensable for sport marketers of college websites to understand consumers' perceptions of website service quality.

According to previous research (Cronin, Brady, & Hult, 2000; Theodorakis & Alexandris, 2008; Tsuji, Bennett & Zhang, 2007), two significant findings were proven: (1) service quality directly influenced customer satisfaction, and 2) customer satisfaction worked as a mediator between service quality and behavioral intentions. Therefore, maintaining a successful college sport website would mainly rely on deriving positive behavioral intentions, which can be enhanced by great quality of service. Along with the importance of website service quality, team identification has gained attention and has been studied by many researchers in sport settings. Previous research (Ko et al., 2010) reported that strongly identified fans have more positive perceptions of service quality than weakly identified fans. Additionally, their results indicated that team identification affected consumers' satisfaction and behavioral intentions. However, few studies have been conducted to identify the effects of team identification on perceptions of service quality, satisfaction, and revisitation of college sport website users.

The purpose of the current study is, therefore, to identify the factors of website service quality and to investigate the relationship between team identification, perceived service quality, satisfaction, and revisitation. Based on an electronic service quality literature review, the proposed model included five service quality dimensions (i.e., usability, security, reliability, content, visuality). The data were collected from 409 students enrolled in at large mid-western university in the United States. All analyses were conducted using the Statistical Package for Social Science (SPSS) 17.0 and AMOS 6.0. A Confirmatory Factor Analysis (CFA) and the Structural Equation Modeling (SEM) were performed to understand the relationship between team identification, perceived service quality, satisfaction, and revisitation. The overall model fit of the structural model was found to be good (i.e., Chi-square = 1618.152, df = 518, RMSEA = .072, CFI = .93, SRMR = .064). The results revealed that team identification had a positive and significant effect (.37, $p < .05$) on service quality. Team identification was also positively and significantly correlated with satisfaction (.09, $p < .05$) and revisitation (.17, $p < .05$). In summary, team identification has a considerable impact on each construct (e.g.,

service quality, satisfaction, revisitation). Given these results, theoretical and practical implications for future research will be discussed in this presentation.

References

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