

Validity and Reliability of Sport Satisfaction

Hamid Sarani^{1*}, Ahmad Ahmadzadeh², Parvaneh Souri³

1. Student of PhD, Faculty of Physical Education and Sport Science, Kharazmi University, International campus, Karaj, Iran.
2. Sama Technical and Vocational Training college, Islamic Azad University, Babol Branch, Babol, Iran.
3. Master of Science in Sport Management

***Corresponding Author email:** Hamid.Sarani1@gmail.com

ABSTRACT: This research has been designed and conducted to evaluate the validity and reliability of Sport Satisfaction questionnaire as an instrument in sports environment to assess the status of Sport Satisfaction dimensions among the athletes of clubs. A 12 question questionnaire has been designed to measure the dimensions of Sport Satisfaction by studying the background of existing researches. The statistical sample included male athletes working in Iran's in Division I football players (Azadegan League), and 156 questionnaires returned at last. In this research, the exploratory and confirmatory factor analysis was used to evaluate the validity of structure after assessing the validity of content and convergent validity (average variance extracted). And, to evaluate the combinational reliability, Cronbach's Alpha was used. Moreover, the applications SPSS and Lisrel were used to analyze data. The results of exploratory factor analysis indicated that three factors (Performance dependent factor, Desirable factor, Industry standard factor) were explained by 62.14 percent of variance, and Kaser-Meyer-Olkin was measured 0.86. The reliability of the questionnaire was reported to be 0.89 and 0.92 based on Cronbach's Alpha and combinational reliability, respectively. Given the fact that the validity and reliability indexes of questionnaire have all been reported to be in a satisfactory condition, this questionnaire can be used as a valid and reliable questionnaire to measure sport satisfaction and its dimensions.

Key-Words: Sport Satisfaction, Performance dependent factors, Industry standard factors, Desirable factors, Validity, Reliability.

INTRODUCTION

An individual's perception of his or her satisfaction has been posited to be important in sport (Eys et al, 2003). Satisfaction of the relatedness need pertains to feelings that one is securely connected to and understood by others (Baumeister et al, 1995).

As a topic of interest, satisfaction is understood as a subjective domain-specific response articulated by an athlete when reflecting on all aspects of the achievement of a specific goal. It is psychologically dynamic based on both individual and environmental factors informing the articulated response. It is, therefore understood as a 'discrepancy' construct representing the difference between what one wanted to achieve and what one did achieve (Smith, 2010).

Satisfaction is an integral part of sport participation and enjoyment. Without satisfaction, athletes would turn to other sources for potential success and enjoyment (Maday, 2000). Satisfaction in sport has been studied extensively in combination with several variables, mostly leadership (Chelladurai, 1984; Chelladurai et al., 1988; Riemer et al, 1995; Riemer et al, 2001; Schliesman, 1987; Sriboon, 2001). Several scholars in sport psychology have included athlete satisfaction as an antecedent or outcome variable in their work. For example, the multidimensional model of leadership (Chelladurai, 1980, 1990) includes satisfaction as an outcome variable along with performance.

In 1997, Chelladurai and Riemer proposed the model —A Classification of Facets of Athlete Satisfaction. The purpose of the model was to study the needs, benefit, and treatment that were provided for intercollegiate athletics. Based on Chelladurai and Riemer's (1997) classification of facets of athlete satisfaction, Riemer and Chelladurai (1998) developed, a multiple-item, multiple-dimension scale to measure athlete satisfaction, the Athlete Satisfaction Questionnaire (ASQ). The development of the ASQ resulted in a final scale with 15 facets, or subscales, and a total of 56 items on the scale.

satisfaction was evaluated using 4 of the ASQ's 15 subscales: training and instruction satisfaction, personal treatment satisfaction, team performance satisfaction, and individual performance satisfaction.

Training and Instruction Satisfaction

Refers to satisfaction with the training and instruction provided by the coach (Riemer & Chelladurai, 1998).

Personal Treatment Satisfaction

Refers to satisfaction with those coaching behaviors that directly affect the individual yet indirectly affect team development. It includes social support and positive feedback (Riemer & Chelladurai, 1998).

Team Performance Satisfaction

Refers to athlete's satisfaction with his or her team's level of performance (Riemer & Chelladurai, 1998).

Individual Performance Satisfaction

Refers to athlete's satisfaction with his or her own task performance (Riemer & Chelladurai, 1998). In this study, researchers are seeking to achieve a questionnaire, that although it has a small number of questions can explain much of the variance in satisfaction of sport and be used research in various models well.

METHOD

This research is of analytical-sectional type. The statistical population of this research consists of male athletes working in Iranian Division I football players (Azadegan League) in season 2013, containing 520 people. The sample was considered 162 people, and 156 questionnaires were returned after sending them to the designated teams.

After reviewing Satisfaction literature, 13 questions were designed to measure sports satisfaction and its dimensions. Each question has been valued by 5-score Likert's scale from 1 (completely disagree) to 5 (completely agree). After sending the questionnaire to 10 teachers of sport management, only one question of work ethics dimension was left out due to the inferiority of content validity (less than 60%). Finally, 12 questions were designated for the evaluation of sport satisfaction variable. The entire band score of the questionnaire varies from 12 to 60, stating that a higher score would suggest a better sport satisfaction. Protocol. In this study, the samples answered demographic questions regarding age, record of membership in the club, and marital status as well as the questions of sport satisfaction questionnaire. In this research, content validity and convergent validity (average variance extracted) were used to evaluate the validity. Statistical Analysis. The exploratory confirmatory factor analysis was used to evaluate the structure validity; combinational reliability and Cronbach's Alpha were used to assess the reliability; and SPSS and Lisrel were used to analyze the data.

RESULT

The average age of Futsal players is 23.72 years and the average record of membership in the respective club is 1.55. 73.2 percent of the players were single and 26.8% of them were married. Several methods were used to evaluate the validity of questionnaire. At first and after designing, the questionnaire was sent to 10 scholars of sport management and their final viewpoints on content validity and reliability (CVR) of the questionnaire was asked, and all the questions scored over than 60% except for one questions (left out of the process of calculations.). Also, the average variance extracted (AVE) was calculated through using the software Lisrel (table 3). The index of average variance extracted is advised to be 0.4 and more by the researchers (Gefen, Straub, 2005).

Two methods of exploratory and confirmatory factor analyses have been used in order to evaluate the structure validity and determining the entries of the questionnaire. The exploratory factor analysis was applied through using principal component analysis method with Varimax rotation in order to check the adaptability degree and nominating extracted factors. Using the entire observations (n=156), the factor analysis resulted in identifying 3 factors with the variance explanation of 62.14% and Kaiser considered to be good factor analysis indexes. -Meyer - Olkin index of 0.861 both. After conducting the exploratory factor analysis with the use of loaded amounts on the questions, the extracted factors were nominated. These 3 names included Performance dependent factor, Desirable factor, and Industry standard factor. The percentages of variances relating to factor analysis matrix and their rotations have been shown in table 2, and factor weights and nominations of 3 factors extracted through the exploratory factor analysis have been shown in table 3.

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.861
Bartlett's Test of Sphericity	Approx. Chi-Square	2320.62
	Df	66
	Sig.	.000

Table 2. Total Variance Explained

Component	Extraction Sums Of Squared Loading			Rotation Sums Of Squared Loading		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.02	41.84	41.84	3.40	28.35	28.35
2	1.23	52.09	52.09	2.13	17.77	46.12
3	1.21	62.14	62.14	1.92	16.02	62.14

Table 3. The weight of factors extracted from exploratory factor analysis with matrix rotation

Questions	Component			Total
	Performance dependent factor	Desirable factor	Industry standard factor	
1- I get my role of required trainings through coach	0.77			
2- I have ample opportunity to improve my skills in the team.	0.81			
3- My role challenging and interesting.		0.59		
4- My role is satisfying and worthwhile.		0.82		
5-My role provides opportunity to gain work experience in the fields of new challenge.		0.62		
6- I like my role in this team.		0.80		
7- I understand the relationship between what I do and team goals		0.57		
8- I do tasks that are important to the success of the team.		0.72		
9- I am doing something that really worthwhile.		0.54		
10- I really feel that I've done something every day for the team and finish that.			0.56	
11- I have personal control, to way that my duty should be done.			0.75	
12- I feel, Amount of work that I must do for Team success is appropriate.			0.84	
CR	0.67	0.86	0.56	0.92
Cronbasha's Alpha	0.61	0.88	0.71	0.89
AVE	0.54	0.51	0.40	0.48

After the exploratory factor analysis, we conducted the confirmatory factor analysis for each of dimensions of sport satisfaction by using the software LISREL.

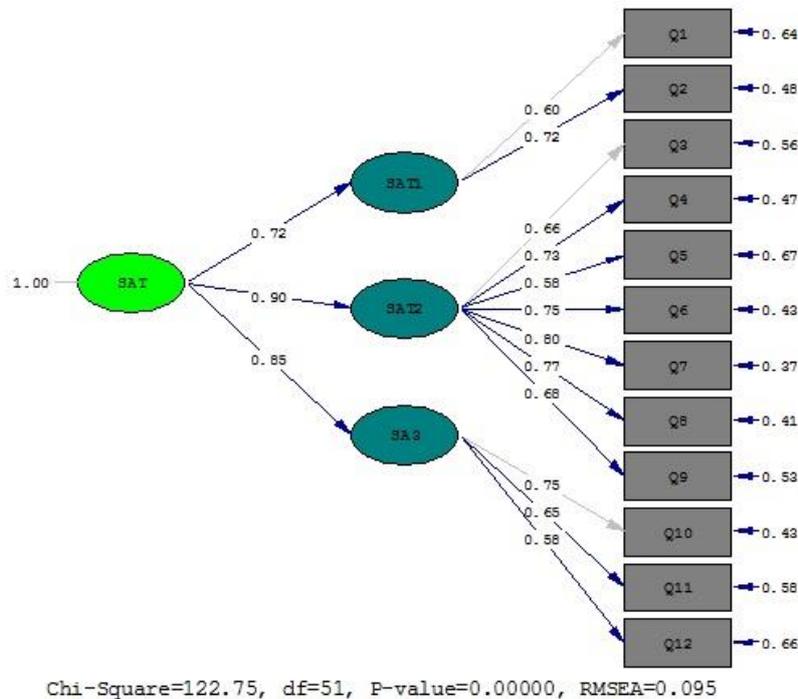


Figure1.

The combinational validity method and internal correlation method (Cronbach's Alpha) have been used to measure the validity. The amount of validity for components of Performance dependent factor, Desirable factor, Industry standard factor were calculated as 0.67, 0.56, 0.86 respectively. This amount has been calculated as 0.92 for the entire questionnaire. The coefficient of greater than 0.6 for combinational validity for each construct suggests the appropriate validity (8). Also, Cronbach's Alpha has respectively been calculated 0.61, 0.71, 0.88 and 0.89 for the entire questionnaire.

DISCUSSION

This research has been designed and conducted to evaluate the validity and reliability of Sport Satisfaction questionnaire as an instrument in sports environment to assess the status of Sport Satisfaction dimensions among the athletes of clubs.

After conducting the exploratory factor analysis with the use of loaded amounts on the questions, the extracted factors were nominated. These 3 names included Performance dependent factor, Desirable factor, and Industry standard factor.

This finding, and the results of Dixon and Warner (2010) are the same. Dixon and Warner in their study as employee satisfaction in sports: Development of a multidimensional model of sport, after interviews with coaches, achieved three factors that influenced on their satisfaction in sports: Performance dependent factor, Desirable factor, and Industry standard factor; and this is different from satisfaction of sport that is obtained by Chelladurai and Reimer (Chelladurai, P.Rierner,1997).

Building from these data as well as Herzberg's and Kano's models, a three factor sport satisfaction model emerges that shows how various employment features in sports relate to both satisfaction and dissatisfaction as they are filtered through employee expectations(Dixon & Warne, 2010). That is, the relationship of specific job features to satisfaction or dissatisfaction seems to be dependent on the athletes' expectations of the job and on whether those expectations are met.

Industry Standard Features

Industry Standard Features are certain job features employees expect to be present in basically any playing job. When these job element expectations are not met, employees express dissatisfaction and often intent to leave their current job; when expectations are met, the employee attitude is neutral. For example, the Athletes interviewed have an expectation of working for an institution with supportive sport policies, and one with high expectations of their athletics programs (i.e., one that matches their own high expectations). Therefore, when the administration is supportive, the Athletes are not necessarily satisfied, but feel this is status quo. The same pattern is seen in job features related to salary and recruiting. The Athletes expect a certain (albeit low) level of salary and support for their recruiting responsibilities. When this level is met, the employees express neutrality. However, when these expectations are not met, employees express dissatisfaction and an intent to search for other.

Performance Dependent Features

The second pathway depicts types of job features that can lead to either satisfaction or dissatisfaction dependent upon whether the Athletes' expectations are met. When expectations are met, Athletes express satisfaction; when expectations are not met, Athletes express dissatisfaction. Flexibility and Control, Program Building, and Relationships with Colleagues are all job features in playing that seem to be performance dependent, whereby Athletes express satisfaction and loyalty to their current position or team if their expectations are met, but seem equally quick to express dissatisfaction and desire to change jobs if expectations are not met.

Performance Dependent job features, as a group, also highlight the dynamic nature of satisfaction and dissatisfaction in that Athletes' reactions to their jobs are not based on some absolute level of success, control, or relationship quality, but on how well those elements match their expectations.

Desirable Features

The third type of job feature that emerged from our data are "Desirable Job Features." These features, when Athletes' expectations are met, lead to satisfaction; when not met, they lead to neither satisfaction nor dissatisfaction. That is, perhaps these are features where Athletes usually expect some variation in fulfillment, such that when the job element is fully realized it noticeably adds satisfaction to their jobs. For example, the job feature of Recognition and Support appears to be a Desirable Job Feature in playing. When Athletes do not receive recognition, they are neutral, but when they do receive recognition, they are very satisfied.

Therefore, according to the findings and the advantages of this questionnaire including the small number of questions and considering 3 components and its special design for measuring sport satisfaction and its high validity and reliability, using this tool as a proper questionnaire in measuring sport

satisfaction can be suggested in sports environments. Of the strength points of this study, we can point to the usage of different methods of validity and reliability, calculation of content validity, exploratory and confirmatory factor analysis, and homogeneity of studied population. On the other hand and of the weak points, we can point to the lack of different sampling populations.

Although the factors examined in this study have been able to explain more than 62% of the variance in satisfaction of sports Among Soccer Players in Azadegan League, it is suggested There is Still another percentage of the variance in satisfaction of sports in our study population That remains unexplained That future research should focus their attention to other individual and social forecasts.

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