



The effect of the quality of perceived services on the citizenship behavior of football school students by determining the mediating role of perceived risk

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ARTICLE INFO

Article history:

Received:
29/12/2020

Accepted:
27/06/2021

Available
online:
Autumn 2021

Keyword:

Quality of
perceived
service,
Customer
Citizenship
Behavior,
Perceived
Risk, football
School

Abstract

The method of the present study was descriptive-correlation with structural equations approach and applied in terms of purpose. The statistical population of the study includes all students of football schools in Tehran province. Cluster random sampling method was used to select the sample. The measurement tools of the present study include demographic characteristics of the participants in the study, Parasuraman, Zeithaml & Berry (1988) Perceived Service Quality Assessment Questionnaire, Groth (2005) Customer Behavior Questionnaire and Perceived Risk Questionnaire Carroll, Connaught, Spengler & Byon (2014). Kolmogorov-Smirnov test was used to show the normality of data distribution and bootstrap methods and structural equations using PLS and SPSS software were used to analyze the research data. The results showed that the quality of perceived services and citizenship behavior ($\beta = 0.852$); ($T = 15.549$) at the level of significance ($P < 0.01$); Indirect effect of perceived service quality and citizenship behavior through perceived risk ($\beta = -0.027$); T-statistic ($T = 1.774$) is at the level of significance ($P < 0.076$). Considering that perceived risk is one of the determining elements in the acceptance and intention of students to use football schools and their citizenship behavior is one of the factors reducing this risk, it is suggested. Football school principals to increase the quality of perceived services and student citizenship behavior among their staff, coaches and customers so that they can identify different dimensions of perceived risk among their school students for better productivity. And make the necessary plans to advance marketing goals.

Maleki, M., & Fathi, F. (2021). The effect of the quality of perceived services on the citizenship behavior of football school students by determining the mediating role of perceived risk, 9 (3), 83-98

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Introduction

In a world where change is happening at an extraordinary rate, organizations and institutions are being exposed to threat and destruction. The emergence of competitors in the field of competition to provide services and produce goods with high quality and reasonable prices is a threat to organizations and in today's competitive world, successful institutions are those with one step ahead of their competitors in the field of service by entering the service industry into the sports industry as the highly competitive service industry, the provision of excellent services is a prerequisite for the survival and success of any sports organization. Therefore, understanding and meeting expectations, establishing effective communication with customers and ultimately creating and delivering value to them, is one of the most important topics of interest for researchers and service center managers in the sports industry (Wang, Fu, Qiu, Moore & Wang, 2019). Perceived service quality is the difference between customers' expectations of services and their perception of service performance. Perceived service quality refers to how the customer evaluates the service received, whether the service meets the required quality standards from the customer's point of view, and whether customers are satisfied or dissatisfied with the service received (Iqbal, Farid, Ma, Khattak & Nurunnabi, 2018). According to definition Lovelock & Lauren (1999), service is what a party does for another party; although the process may be related to a physical commodity, the performance of the service is not necessarily perceptible and typically ownership does not involve any of the factors of production, defining quality service as acting in accordance with or beyond customer expectations (Kang & Bradley, 2002). Perceived service quality can change a customer's purchase habits. Good service can force the customer to buy more and more goods or services. Even the customer is less sensitive to the price in these situations and the feeling of satisfaction is created in him to offer to others. All these behaviors can be

considered as customer loyalty (Amran, Fauzi, Purwanto, Darus, Yusoff, Mohamed & Nejati, 2017). In this regard Souki & Filho (2008), by examining the quality of perceived service, customer satisfaction and loyalty showed that the higher the level of customer perception of the service, the more satisfied with the quality received. It is also possible that future customers will come to receive the service and recommend the current provider to others. Another study Lee, Kim, Ko & Sagas (2011), entitled "The Effect of Quality of Service on Satisfaction and Repurchase", concluded that for women golfers, the quality of service, cleanliness and new equipment are more important compared to men.

Sports organizations are facing a new era of competition, within this saturated market of sports industries, the success of the organization depends on the extent to which the organization can satisfy the quality of its customer service. The more management focuses on customer, level of satisfaction and loyalty, the more important it will be to provide quality services to the sports organization. Quality is a mission concept to which all parts of the organization are committed and its purpose is to increase the efficiency of the whole set so that it prevents the minimum cost for the organization and leads to increased satisfaction (Dimmler, 2019). In this regard Yi, Gong & Lee (2013), stated that the quality of service improves customer satisfaction, and satisfied customers, in turn, help to develop a stronger relationship with the provider, and this leads to continuous efficiency and improves the performance of the institution. Customer citizenship behaviors are pre-social and precautionary measures expressed by the customer that can be beneficial to both the service provider and other customers. Cross-role initiatives Citizenship Behaviors go beyond the needs of the customer's role in most services. Customer citizenship behavior defines the voluntary and helpful behaviors performed by the customer that are typically implemented in the exchange of

communication. These constructive behaviors include helping other customers, providing desired responses to the company, dependence, advocacy, and participation in the company's activities (Famiyeh, 2017). Helping refers to regular customer efforts to collaborate with other customers during the service delivery process. In terms of Groth (2005) customer citizenship behavior, it means voluntary behavior by the customer himself not directly expected which is not rewarded. But it increases the quality of services and improves the effective performance of service quality as well as the effective performance of service organizations. The results Andrine & Solem (2018) showed that when customers engage in citizenship behavior, they cultivate it among other customers. Customer citizenship behavior is a cross-role customer behavior as well as a useful, kind and thoughtful behavior done voluntarily and voluntarily.

In service organizations, customers can have a huge impact on productivity and organizational performance in service delivery processes. For this reason, service customers are considered as human resources and participants in quality and value creation for the organization. Service customers play an important role in determining the time of service delivery and consequently the service capacity of a service organization (Choi, Lotz & Kim, 2014). According to research Rosenbaum & Massiah (2007), customers who demonstrate voluntary performance by providing examples of loyalty, partnership, or collaboration actually exaggerate customer citizenship behavior. Thus, customer citizenship behavior occurs when the customer spreads positive words about the company, acts as a part-time employee of the company, and cooperates with the company's employees. These include cooperative, helpful actions, behaviors, and loving actions indirectly related to the core activities of the organization. The aim of study BabaeiDehkordi, Aghaei & saboonchi (2019) was to evaluate the effect of perceived service quality on the citizenship behavior of customers of sports clubs in Isfahan. The results

showed that managers and owners of sports clubs provides the quality of services expected and their value in relation to social-economic and emotional issues by using pricing and positioning strategies among competitors and creating a good social reputation and developing appropriate communication strategies with customers. Committed customers perform voluntary behaviors such as customer citizenship behavior because they know the goals and values of the company and are interested in the welfare of the organization. The intention to provide quality services plays an important role in the service industry, because the quality of services plays an important role in the service industry, the quality of services is also critical to the survival and profitability of the organization. Considering that the form of sports sectors of the country, especially sports clubs, provide significant services to the community in relation to sports and health, it can be said that the quality of services at the present time is a vital tool in gaining a competitive advantage between these centers. Therefore, it seems necessary for sports clubs to increase the quality of services that lead to the customer's intention to return to these centers.

Risk is defined as the exposure to the chance of being injured or lost, or the chance of a dangerous and uncertain event, or the potential probability for the loss of something valuable (Reisinger & Mavondo, 2015). Customer behavior researchers have often defined perceived risk as the customer's perception of uncertainty and potential negative consequences of purchasing a product or service; perceived risk and danger probability is uncertainty in the shopping environment, where consumers may think that the purchase and the serious consequences for them are wrong or an inappropriate decision. Perceived risk is an important factor affecting customers' choices (Littler & Melanthiou, 2006). As a result, investors' perceptions of risk and its role in the investment decision-making process should be considered. Real risk is defined as the likelihood of an unpleasant event occurring as a result of customer

behavior; in contrast, perceived risk refers to a person's perception of uncertainty and the negative consequences of buying a product or service (Reichel, Fuchs & Uriely, 2007).

Today, football is an integral part of the culture, society and economy of societies and countries, and it is not just a sport - it is called the football industry. In the past, football was just a sport and teams only dealt with its sporting and moral dimension but now the sport has become an industry and teams have become clubs and businesses. The importance of football compared to other sports is due to the special view and interest of people in this sport, creating vitality and happiness among young people and raising the general spirit of society and social cultural exchange. Meanwhile, football schools have become a competitive industry. Therefore, understanding and examining expectations, establishing efficient relationships with customers and ultimately creating value for them is one of the most important issues for researchers and managers in this field. In this regard, competition for attracting and retaining customers has led to the development of marketing strategies and service providers have used the most important marketing strategies to attract and retain customers and in the world of competition, they continue to be profitable and alive. In recent decades, changes in the concept of marketing have led all organizations and all businesses to customer orientation, and the final recommendation of all new marketing approaches in competitive markets is based on customer retention. In such a highly competitive environment, excellent service delivery is a prerequisite for survival and success. With the entry of the service sector into the sports industry as a service industry, the provision of excellent and desirable services is a prerequisite for the continued survival and success of any sports complex. Therefore, service quality has been considered as one of the most important factors for the success of service organizations in a competitive environment. Therefore, in the case of mismanagement of sports centers, their competitive power will be lost. In the

last two decades, interest in the quality of services in the sports industry has increased and satisfaction with it has increased. In previous years, for many reasons, such as increased demand for supply and limited competition space, the demands and needs of football school customers were not given enough attention and students had to receive the services they needed in any quality. But today, due to increased supply and fierce competition, the power of customers in these schools has increased to the point that school principals have been forced to lead their public relations department to meet the high expectations of customers. Numerous studies have shown that the benefits providing high quality service is the benefit and retention of customers. One of the popular sports services in recent years is the phenomenon of football schools, which has been considered annually by many parents as one of the summer leisure projects and even the whole year for children and infants. This welcome has been considered by many groups in order to include football as a sport, to improve the professional outlook of the Iranian Football Premier League, media luck and its turnover. As many parents consider enrolling their children in football schools as one of life priorities. However, the point is the quality of services of such schools and the extent to which they pay attention to customer needs.

The combination of the mentioned cases led the researcher to draw the attention of the principals of football schools in Tehran and even other sports centers to the search for solutions leading to the adoption of policies and strategies and regulations to improve the growing perceived quality of customer service. In this way, it will increase their satisfaction and commitment to the relevant organization and provide the ground for more participation of customers in football schools in Tehran, so that these schools can finally achieve a huge capital of trust and participation of customers, take the benefits of profitability and long-term survival.

Methodology

The most appropriate method for this research was a descriptive-survey method of correlation type and applied in terms of purpose. The statistical population included male customers of football schools in the Tehran city with at least six months of membership in these schools. Estimating the statistical population of 11500 people (average 80 member in 32 school covered by the municipality of Tehran and more than 110 private school in the Tehran city) random sample cluster sampling method was used to select the sample, the statistical sample of the research was determined based on the Krejcie and Morgan's statistical table 375 person and 1, 6, 9, 14 and 22 regions were selected as the main clusters according to the geographical distribution. Eight schools were randomly selected from each zone. Finally, approximately ten students from each school who met the required conditions were selected as the statistical sample of the study. Therefore, the 400 questionnaire was distributed among the subjects and among them 375 the questionnaire that was completely answered was selected and the research results were prepared and adjusted based on this number of questionnaires. The research tools included demographic characteristics and three SERVQUAL's five-dimensional perceived service quality questionnaire's Parasuraman, Zeithaml & Berry (1988) with 20 items, a three-dimensional customer citizenship behavior inventory's Groth (2005) with

10 items and a six-dimensional perceived risk questionnaire's Carroll, Connaughton, Spengler & Byon (2014) with 31 items. The Likert five-point scale was used to answer the relevant questions. Each of the questions was rated with a five-point Likert scale, including strongly disagree (1) and strongly agree (5). In order to confirm the face and content validity, the mentioned questionnaires were sent to 15 of the sports management experts in the field of marketing and organizational behavior and after collecting them, their corrective opinions were applied. The results of Bartlett's Test of Sphericity and KMO³ index have been presented in the table. Since the KMO index value is greater than 0.7 for all three questionnaires, the number of samples is sufficient for factor analysis. Also, the value of the P's Bartlett test for all three questionnaires is smaller than 0.05 indicating that factor analysis is appropriate to identify the structure of the factor model. Their retest coefficients were obtained for the Perceived Service Quality Questionnaire 0.821, the Citizenship Behavior Questionnaire 0.912, and the Perceived Risk Questionnaire 0.832. The retest coefficient showed that the questionnaires maintained their stability over time and were reliable. Also, after using the Kolmogorov - Smirnov test to determine the normality of the distribution, correlation coefficient Pearson and Bootstrap methods were used to analyze the data using SPSS 24 and Smart PLS 3 software.

Table 1. Bartlett and KMO test

Questionnaire	Bartlett and KOM statistics	Test result
Perceived service quality	KOM = 0/82 Sig = 0/000	Confirmation of data adequacy and correlation
Customer citizenship behavior	KOM = 0/87 Sig = 0/000	Confirmation of data adequacy and correlation
Perceived risk	KOM = 0/79 Sig = 0/000	Confirmation of data adequacy and correlation

Research findings

The information about the descriptive statistics obtained from the statistical sample indicates that the age of the largest range was related to the age range of 10 to 15 of the 52.3% of the respondents equal to 196 subjects; the highest sample size in the education sector was related to the primary group (with 46.1% percent equal to 172 respondents). As

for the duration of school use, 39% of the respondents equal to 146 subjects had used football school for less than a year.

According to the results of Table 2, the output of Kolmogorov-Smirnov test shows that the data related to the variables are normal.

Table 2. Results of Kolmogorov-Smirnov test

Components	sig	Statistics of K.S	Result of distribution
Sensible	0.101	0.236	Normal
Trust	0.097	0.122	Normal
responsiveness	0.107	0.155	Normal
Assurance	0.085	0.153	Normal
Sympathy	0.091	0.092	Normal
Advise others	0.142	0.203	Normal
Help	0.075	0.139	Normal
Feedback	0.086	0.148	Normal
Emotional commitment	0.094	0.189	Normal
Time commitment	0.134	0.256	Normal
Instrumental commitment	0.076	0.129	Normal
Financial risk	0.080	0.121	Normal
Time risk	0.093	0.150	Normal
Performance risk	0.078	0.110	Normal
Social risk	0.104	0.172	Normal
Psychological risk	0.092	0.163	Normal
Physical risk	0.083	0.114	Normal

The results of Pearson correlation test in the table - show that there is a positive and significant relationship between the perceived service quality

and citizenship behavior of football school students ($r=0.7$ and $P<0.01$).

Table 3. Correlation matrix of perceived service quality and citizenship behavior of football school students

Variables	Feedback	Help	Advise others	Citizenship behavior
Sensible	0.29**	0.28**	0.38**	0.37**
Trust	0.37**	0.42**	0.34**	0.47**
Responsiveness	0.37**	0.46**	0.50**	0.47**
Assurance	0.51**	0.51**	0.60**	0.65**
Sympathy	0.49**	0.47**	0.56**	0.57**
Quality of service	0.56**	0.57**	0.62**	0.70**

* $P<0.05$ ** $P<0.01$

Regression test was used to determine the prediction equation of the criterion variable from the predictor variables. According to the research

findings, there is a positive and significant relationship between the perceived service quality and the citizenship behavior of football students.

The results of multiple regression showed that confidence, empathy, accountability and trust are the conditions for predicting the citizenship behavior of football students. The results of the slope of regression line (B) for the predictor variables show that there is a relationship between citizenship behavior of football school students with

confidence (0.32) empathy (0.25), accountability (0.18) and trust (0.07). The results of the beta coefficient also show that the most important factors predicting customer citizenship are confidence (0.36) empathy (0.27), accountability (0.22) and trust (0.07) respectively.

Table 4. Regression equation of predicting citizenship of football students based on the dimensions of perceived service quality

Step-by-step regression	P	T	Standard coefficient	Non-standard coefficients		Quota correlation
			Beta	Sd.Er	B	
Width of origin (a)	0.0001	11.361		0.117	1.335	
Assurance	0.0001	21.188	0.732	0.03	0.641	0.73
Width of origin (a)	0.0001	7.77		0.12	0.95	
Assurance	0.0001	11.69	0.52	0.03	0.45	0.51
Sympathy	0.0001	7.03	0.31	0.04	0.28	0.33
Width of origin (a)	0.0001	6.37		0.12	0.77	
Assurance	0.0001	8.13	0.38	0.04	0.33	0.38
Sympathy	0.0001	6.62	0.28	0.03	0.28	0.31
Responsiveness	0.0001	6.30	0.25	0.03	0.20	0.30
Width of origin (a)	0.0001	4.79		0.13	0.64	
Assurance	0.0001	7.715	0.36	0.04	0.32	0.36
Sympathy	0.0001	6.592	0.27	0.39	0.25	0.31
Responsiveness	0.0001	5.557	0.22	0.34	0.18	0.27
Trust	0.0001	2.233	0.79	0.32	0.72	0.11

The results obtained from the table 5 show that there is a positive and significant relationship between the perceived service quality and perceived risk (r=0.30 and P<0.01).

Table 5. Correlation matrix of perceived service quality and perceived risk

Variables	Physical Risk	Psychological Risk	Social Risk	Performance Risk	Time Risk	Financial Risk	Perceived Risk
Sensible	-0.12**	-0.25**	-0.25**	-0.22**	-0.29**	-0.30**	-0.27**
Trust	-0.34**	-.020**	-0.17**	-0.18**	-0.19*	-0.20**	-0.27**
Responsiveness	-0.29**	-.009**	-0.04**	-0.05**	-0.03	-0.05	-0.10**
Assurance	-0.18**	-0.29**	-0.21**	-0.25**	-0.26**	-0.29**	-0.29**
Sympathy	-0.07**	-0.27**	-0.30**	-0.30**	-0.26**	-0.34**	-0.30**
Quality of Service	-0.27**	-0.27**	-0.24**	-0.24**	-0.23**	-0.28**	-0.30**

Based on the research findings, there is a positive and significant relationship between the perceived service quality and perceived risk. The results of multivariate regression show that the dimensions of empathy, trust, responsiveness and confidence meet the conditions for predicting perceived risk. The results of the regression line slope (B) in the case of

predictor variables - show that there is a relationship between perceived risk and empathy (-0.18), trust (-0.24), accountability (0.22), and confidence (0.20). The beta coefficient results also show that the most important predictors of perceived risk are empathy (-0.16), trust (-0.208), accountability (0.209) and confidence (-0.18).

Table 6. Regression equation predicts perceived risk based on perceived service quality dimensions

Step-by-step regression	P	T	Standard coefficient	Non-standard coefficients		Quota correlation
			Beta	Sd.Er	B	
Width of origin (a)	0.0001	16.372		0.22	3.66	
Sympathy	0.0001	-5.225	-0.25	0.05	-0.30	-0.25
Width of origin (a)	0.0001	15.878		0.26	4.18	
Sympathy	0.0001	-3.724	-0.19	0.06	-0.22	-0.18
Trust	0.0001	-3.542	-0.18	0.06	-0.21	-0.17
Width of origin (a)	0.0001	15.303		0.26	4.07	
Sympathy	0.0001	-4.437	-0.24	0.06	-0.29	-0.22
Trust	0.0001	-4.207	-0.23	0.06	-0.27	-0.21
Responsiveness	0.0001	2.515	0.14	0.06	0.15	0.12
Width of origin (a)	0.0001	15.579		0.26	4.14	
Sympathy	0.0001	-2.436	-0.16	0.07	-0.18	-0.124
Trust	0.0001	-3.779	-0.208	0.06	-0.24	-0.19
Responsiveness	0.0001	3.305	0.209	0.06	0.22	-0.16
Assurance	0.0001	-2.498	-0.18	0.08	-0.20	-0.127

The results obtained from the table 7 show that there is a positive and significant relationship between citizenship behavior of football school students and perceived risk ($r=0.230$ and $P<0.01$).

Table 7. Correlation matrix of citizenship behavior of football school students and perceived risk

Variables	Physical Risk	Psychological Risk	Social Risk	Performance Risk	Time Risk	Financial Risk	Perceived Risk
Advise others	-0.18**	-0.24**	-0.20**	-0.27**	-0.15**	-0.22**	-0.24**
Help	-0.19**	-.09	-0.16**	-0.07	-0.08	-0.14**	-0.13**
Feedback	-0.23**	-.20**	-0.20**	-0.12**	-0.15**	-0.17**	-0.20**
Citizenship behavior	-0.25**	-0.20**	-0.23**	-0.17**	-0.16**	-0.21**	-0.23**

Findings show that there is a positive and significant relationship between perceived risk and citizenship behavior of football school students. Multivariate regression shows that the physical and social dimensions are able to predict the citizenship behavior of football school students. The results of the regression line slope (B) on the predictor variables show

that there is a relationship between the citizenship behavior of football school students with physical risk (-0.097) and social risk (-0.085). The results of the beta coefficient also show that the most important factors predicting the citizenship behavior of football school students are physical risk (-0.141) and social risk (-0.134), respectively.

Table 8. Regression equation of the prediction of citizenship behavior of football school students from perceived risk dimensions

Step-by-step regression	P	T	Standard coefficient	Non-standard coefficients		Quota correlation
			Beta	Sd.Er	B	
Width of origin (a)	0.0001	41.274		0.10	4.11	
Physical Risk	0.0001	-3.829	-0.19	0.03	-0.13	-0.19
Width of origin (a)	0.0001	-3.829		0.10	4.22	
Physical Risk	0.0001	-2.635	-0.141	0.03	-0.097	-0.13
Social Risk	0.0001	-2.497	-0.124	0.03	-0.085	-0.12

In order to investigate the mediating effects, the effects of the whole service quality path on citizenship behavior must first be examined. Due to

the level of significance of this path ($P < 0.01$), the conditions for examining the role of mediator are provided (Table 9).

Table 9. Investigating the effects of total research variables

Total Effects						
			β	T	SD	P
Risk	→	Citizenship Behavior	0.086	2.143	0.040	0.0032
Service Quality	→	Citizenship Behavior	0.852	15.549	0.055	0.000
Service Quality	→	Risk	-0.315	4.915	0.064	0.000

According to the hypothesis based on the existence of a mediating role of perceived risk in the causal relationship between the perceived service quality and the citizenship behavior of football school students, the indirect path of this hypothesis should be examined. As table number 10 shows, the

indirect path of the hypothesis by obtaining regression coefficient ($\beta = -0.113$) and t-statistic ($T = 3.083$) at the level of significance ($P < 0.01$) indicates the mediating role of the perceived risk variable.

Table 10. Investigation of indirect effects (mediating role) of perceived risk variable

Indirect Effects				β	T	SD	P	
Service Quality	→	Risk	→	Citizenship Behavior	-0.113	3.083	0.015	0.0076

Also, in order to examine and identify the type of mediating role (in part and in full), it is necessary to examine the direct path of perceived service quality and citizenship behavior. According to the results of Table 11 in the mentioned path and by

obtaining regression coefficient ($\beta=-0.113$) and t-statistic ($T=15.549$) at a significant level ($P<0.01$), it can be said that the perceived risk role of football schools in Tehran was confirmed as a partial mediating role.

Table 11. Examination of the direct effects of research variables

Total Effects			β	T	SD	P
Risk	→	Citizenship Behavior	0.086	2.143	0.040	0.0032
Service Quality	→	Citizenship Behavior	0.852	15.549	0.055	0.000
Service Quality	→	Risk	-0.315	4.915	0.064	0.000

In order to evaluate the quality of the model, criteria have been considered in modeling with variance-based approach. One of these criteria is the main indicator of goodness of fit, which is commonly referred to as the Standardized Root Mean Square Residual (SRMR). The cut-off point in this index in modeling with variance-based approach in both standard and significant cases is <0.08 and <0.05 , respectively, at a significance level of 0.05. Based on the results obtained in the above table, in both cases, the desired index had a good

fitness. The other two indices to evaluate the model in the variance-based approach in a significant way with the bootstrap method to determine the difference between the two experimental and fitted matrices of the two indices of unweighted least squares discrepancy (d_{ULS}) and geodesic discrepancy (d_G) with a point Cutting less than 95% is considered at the significance level of 0.05. Based on the results of the above table, these two indicators also have a desirable level of model fitness.

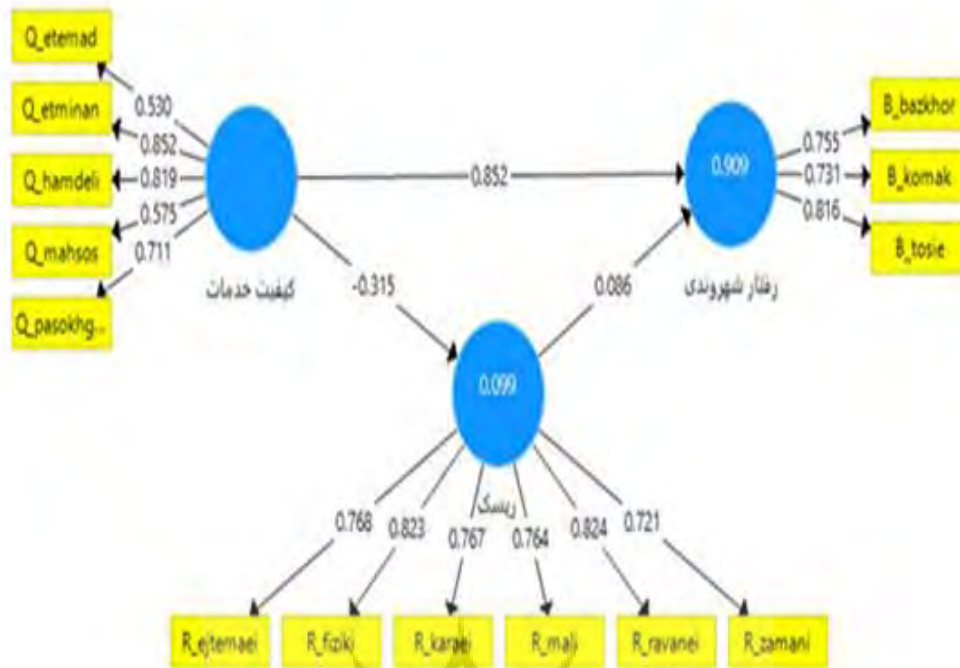


Figure 1: Fitting the research measurement model

Discussion and Conclusion

Service quality has also been included in the management and marketing literature as a psychological and individual category. On the other hand, citizenship behavior can be discussed at the level of intra-organizational relations and the relationship between the organization and customers. Customers can be organizations (industrial relations) or individuals. This study is a practical approach based on people and what has caused its novelty is the focus on people as customers of football schools. The inherent tendency to service quality, citizenship behavior and perceived risk have been emphasized as three axes in this study that have been less considered. The field of service quality has posed potential challenges to activists in this field.

Based on the inferential findings, there was a significant relationship between the quality of services perceived by football school students in Tehran and their citizenship behavior. Most researches have stated that having facilities, modern

equipment, sports space and experienced coaches are among the factors influencing citizenship behavior. The results of testing this hypothesis are in line with the results and findings of research conducted by Iqbal & et al (2018); Kang & Bradley (2002); Amran & et al (2017) and Souki & Filho (2008). In fact, the consequence and role of customer citizenship behavior in the performance of any business is even more important than price competition. In fact, this role of customers can be considered as one of the vital resources of the organization in determining sales points and the process of learning and directing customers to club alliances. Club House Organization states that one of the effective factors in attracting more customers to gyms is providing services with good quantity and quality. In this regard Kang & Bradley (2002), in their research, they examined the relationship between service quality and customer behavior of fitness centers and concluded that fitness centers can create more satisfaction and loyalty by carefully analyzing the relationship between research

variables and applying appropriate marketing strategies in the field of quality of sports services and by recognizing customer behavior and meeting their expectations. As a result, the customers' reaction will be to return to the same club. Students' perception of the superior quality of football school services compared to other schools makes them feel satisfied with their choice of school, which in turn leads to citizenship behavior in students and they proudly recommend their school to others.

The results showed that there is a significant relationship between the quality of perceived customer service of football schools in Tehran and the perceived risk of students. This result is consistent with the results of research Lee & et al (2011); Severt (2002) and Dimmler (2019). In the study Severt (2002), there was a significant relationship between the perceived service quality and perceived risk. Reducing perceived risk increases the likelihood of buying. The results of testing the above hypothesis do not correspond to the results of the research Reisinger & Mavondo (2015) because they in their research rejected the effect of perceived risk on the relationship between the quality of perceived customer service and the intention to buy. On the other hand, Dimmler (2019) in their research entitled "the relationship between perceived quality, perceived risk and perceived value of the product", concluded that perceived quality affects the customer's perceived risk through which affects the product value perceived by the customer.

The results of the study show that there is a significant relationship between the perceived risk of football school students in Tehran and their citizenship behavior. In this regard, Rosenbaum & Massiah (2007) confirm the positive effect of psychological risk and social risk and the negative effect of efficiency risk on customer behavior and reject any effect of financial risk on customer behavior. According to the table 11, the standard coefficient between the two variables of service quality and student citizenship behavior is 0.85, between service quality and perceived risk is 0.31

and between perceived risk and citizenship behavior is 0.08, also considering the coefficient of significance, all paths of the research model are positive and meaningful. Therefore, it can be concluded that the quality of services affects the citizenship behavior of football school students due to the mediating role of perceived risk. When the perceived risk of the product is high, customers become concerned about using that service. This makes the two elements of price and quality strongly related, meaning that the customer thinks that higher price means higher quality. This reduces the sensitivity to value, therefore, customers choose high-value products to have a lower perceived risk. In contrast, when the perceived risk of a product is low, the relationship between quality and value becomes less, thereby, the customer is more sensitive to value, and as a result, the customer is looking for the cheapest product. The intention of football school students as consumers to stay in touch with a football school depends on their perception of the benefits of high quality services providing a constant flow of value.

Finally, path analysis showed that there is a positive and significant relationship between the perceived service quality and citizenship behavior of football school students with the mediation of perceived risk in football school students in Tehran. In fact, it can be said that when the attitude of service quality is positive, the probability of customers' citizenship behavior increases. Different researches have been done in different organizations on these variables and their effect, the results of which confirm the findings of this research. Based on the findings of this study, it is suggested that the benefits received compared to the cost incurred by customers to receive services in schools is the basis for customer attendance and loyalty. Therefore, school principals should know that creating value for students is the key to attracting and retaining them in terms of attitude and improving service delivery, improving service quality, customer satisfaction and improving attitude and the student can use the school services again, and introduce it

to others. Therefore, the quality of school services is the first step to monitor the expectations of the audience and in the next step, the practical and technical services designed to meet the expectations of students is that the order to return increases their loyalty. Principals and owners of football schools by using pricing strategies, position among competitors, creating a good social reputation and creating appropriate communication strategies with students, prepare the quality of services expected and their value in relation to social, economic and emotional status. Committed students engage in voluntary behaviors such as customer citizenship behaviors because they know the goals and values of the company and are interested in the well-being of the organization, the desire to provide quality services plays a key role in the service industry. Because the quality of services plays an important role in the service industry and is critical to the survival and profitability of the organization. Given that the country's sports sectors, especially football schools, provide significant services to the community in connection with sports, entertainment and health, it can be said that the quality of services at the present time works as a vital tool in gaining a competitive advantage between these centers. Therefore, for football schools, it seems necessary to increase the quality of services leading to customer citizenship behavior; therefore, addressing the problems of students, ensuring their security, understanding their needs and wants are among the measures that according to the results of the research should be at the top of the duties and priorities of school principals. Therefore, according to the research results, it can be said that the quality of services is one of the important and fundamental factors affecting the citizenship behavior of students and the perceived risk of football schools.

Given the effect of perceived risk on citizenship behavior, it is suggested that football schools control the occurrence of accidents and potential hazards and related risks through proper management, in such a way to reduce both the probability of occurrence and, when necessary, the

actual effects of breakdowns and losses. Using such an approach, schools will be able to better understand the issues, identify risks, and, consequently, make more effective decisions to attract customers and purchase intentions. Football schools need to develop and implement strategies that can increase the perceived trust of customers and vendors, and in parallel with trust building programs reduce the perceptual risk of customers by creating dedicated application panels. Since the students' trust is logically and empirically an important variable in reciprocal relationships, such that those who are reluctant to trust a school in a competitive market are unlikely to remain loyal, it is necessary for football school officials to make efforts by using techniques such as bonding with students, creating privileges for loyal students in order to maintain them, and strengthen students' citizenship behavior.

In general, it can be said that a football school can adopt one of the main methods of quality management of the following services:

1) Reactive or passive: In the passive state, quality is not seen as a major source of competitive differentiation or advantage. In quality reactive control and planning, the main emphasis is on minimizing customer discomfort rather than customer satisfaction. In this approach, planning and quality control activities focus on health factors. Health factors are factors that are taken for granted by customers. Therefore, these factors are not enough to satisfy customers, because meeting these needs will not satisfy customers, while their absence will naturally lead to customer dissatisfaction.

2) Strategic or active: In strategic or active attitude, quality is used as a differentiating factor. Quality is at the heart of an organization's strategy to achieve competitive advantage. Here, quality is usually one of the primary drivers of business, and the company's mental image is created around quality. In this attitude, the emphasis is on continuous customer satisfaction and the phenomenon of quality is seen as a source for superiority and differentiation of the services of the

organization from the services of competitors. According to the above findings, it can be concluded that perceived risk is one of the important factors affecting the behavior of students towards the use of football schools in the financial market; therefore, paying attention to students' perceived risk and managing and controlling it is very important.

Considering that perceived risk is one of the determining elements in the acceptance and intention of students to use football schools and their citizenship behavior is one of the factors reducing this risk, it is suggested for the football school principals to take measure for increasing the quality of perceived services and citizenship behavior of students among their staff, educators and customers, so that they can make necessary plans for identifying the various dimensions of perceived risk among students in their schools in

order to achieve better productivity and advance marketing goals.

Based on the research findings, high perceived risk, as a result of lack of trust in coaches, staff, relief workers and risk managers, as well as lack of confidence in their abilities leads to athletes' fear of attending sports facilities and less participation in sports activities. Becomes it is important to monitor the actions of officials and managers in the implementation of risk management processes, follow-up to provide a suitable environment, standard and safe equipment to deal with potential risks, increase insight, awareness and confidence in athletes by reducing accidents and injuries. Sights and consequently continuous presence in sports activities increase.

Ethical considerations

During the implementation of this research and the preparation of the article, all national laws and principles of professional ethics related to the subject of research, including the rights of statistical community, organizations and institutions, as well as authors and writers have been observed. Adherence to the principles of research ethics in the present study was observed and consent forms were consciously completed by all statistical community.

Sponsorship

The present study was funded by the authors of the article.

Conflict of interest

According to the authors of the present article, there was no conflict of interest.

This article has not been previously published in any journal, whether domestic or foreign, and has been sent to the School Administration Quarterly for review and publication only.

Acknowledgment

We would like to express my sincere gratitude to all the participants in this research who helped us in the accurate implementation of our project.

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