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ASSESSING THE DEGREE OF SATISFACTION OF THE WRESTLERS AND TECHNICAL BOARD TO THE NATIONAL TRAINING CAMP OF IRAN

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ABSTRACT

The main objective of this research was to evaluate the degree of satisfaction among the technical board and the wrestlers of the national team from the Wrestling Camp of Iran, in order to improve the performance of the camp and to increase the satisfaction. The sample for this research consisted of the technical board (coaches and managers of Iranian national teams) and national wrestlers of Iran (junior and senior). The measurement instrument for this research included 1) a personal characteristics questionnaire of the technical board and national wrestlers of Iran; 2) a researcher made questionnaire of the participant's satisfaction with the training camp. The reliability was established through a measure of Chronbach's alpha. This internal consistency value was an adequate value of 0.79. The content validity for this questionnaire was assessed from experts and university professors in management and sport management. 114 people took part in the study. In order to examine the hypothesis of the research, deductive statistics with SPSS software were used. Responses were tested through an independent T-test for normal distribution parameters and the Mann-Whitney Test for the parameters with abnormality in the distribution. In order to check the homogeneity of variances we used the Leven Test and for assessing the degree of satisfaction of the technical board and national wrestlers' different aspects of the Binomial Test was executed. The results shows that the technical board for the national wrestling teams of Iran are satisfied with the managerial executives and facilities of the Wrestling Camp, whereas they are not satisfied with the general aspects of the wrestling camp. On the other hand, the wrestlers of the national team are satisfied with the managerial executives and facilities of the wrestling camp, whereas they are not also satisfied with the general aspects of the Wrestling Camp.

KEY WORDS: satisfaction, Technical Board, training camp, Wrestlers of the National Teams

INTRODUCTION

In this century, the existence of the global markets which point to the productivity and customer based strategies and international management to eliminated national boundaries, hardens the challenge and made it more complex. As a result of the presence of such markets or such characteristics, all efforts of managers are to find strategies that enable them to reach to higher places in business. Reaching to these higher levels would be only possible by having much more customers. In every institute, attention to the needs and demands of customers, is the main factor to success. Priority in every organization should be attraction and retaining customers. Failure in this matter would be equal to not earning profit, having no growth, no job and at last losing the business. Success in this challenging world would be for the organizations, who well understand that the customers are the largest assets of every institute (4). Today in productive or service organizations, satisfaction degree of customers is as an important criterion for evaluating the quality of their services; this concern is growing everyday. The importance of customers and their satisfaction is associated to the global challenge. As in Malcom Baldrige National Prize of Quality, about 30% of the total points are given to the degree of the customer satisfaction. Among these aspects, total quality management was not away of this issue, TQM was worried about fulfilling needs and demands of the customer to the full satisfaction (5). Managers of sport organizations which are defined as service organizations should try their best to bring customer satisfaction with allocating the services with good qualities. As much as the quality of services from sport facilities managers improves, people's tendency to do sport activities increases (7).

METHODOLOGY

This research is a comparative-measurable method classified among the descriptive research; and for gathering the data we made a field study. Since we couldn't find any other researches close to this research, due to the present references, for measuring the customer satisfaction and the quality of the services in the Wrestling Camp of Iran, researcher's made questionnaire were used.

The statistical population used in this research consisted of the technical board and the wrestlers of Iran national teams, which the population was equal to the sample of the test. Our samples were 114 people including 20 technical board and 94 wrestlers. After distributing and collecting back the questionnaires, 18 technical board and 93 wrestlers had completely participated in this research. In order to have the demographic classification of the participants, personal characteristics questionnaire was developed which distributed with the main questionnaire to the participants. The customer satisfaction questionnaire was used as the most important one in this research for evaluating the satisfaction degree of the sample.

To establish the content validity the questionnaire was distributed among the experts-sport administrators and sport management professors. Their comprehensive corrections helped the research group remove the ambiguous items from the instrument and therefore improve the validity of the questionnaire. Cronbach's alpha was used to assess the reliability of the questionnaire. The satisfaction questionnaire was evaluated by SPSS software and yielded a satisfactory coefficient of 0.79. According to this number of reliability, we can introduce this questionnaire as a good instrument to be used in further studies by experts and researchers of sport management.

Descriptive statistics were used for data classification, frequency distribution table, measuring other indexes such as the mean, variance, standard deviation. For testing the hypothesis of the research, deductive statistics was used with the support of SPSS software. The Binomial Test was used measuring the satisfaction degree of technical board and wrestlers of the national team in different arenas (management, facilities and general) in the Wrestling Camp of Iran.

RESULTS

The data describing the participants is listed in Table 1.

Table 1. Personal characteristics of the samples

		Style		ranking		Age				membership period			education level				
		Greco-Roman	Freestyle	Youth	Adults		21 to 25	26 to 30	Older than 30	Less than 1	1 to 3	4 to 7	More than 7	Diploma	Post diploma	B.A	Master or higher
official	number	10	8	10	8	0	0	1	17	4	6	6	2	6	3	3	6
	percent	55.6	44.4	55.6	44.4	0	0	5.55	94.45	22.22	33.33	33.33	11.11	33.33	16.66	16.66	33.33
wrestlers	number	71	22	50	4	47	30	10	6	20	52	13	8	53	21	15	4
	percent	76.35	23.65	53.76	46.24	50.54	32.25	10.75	6.45	21.5	55.91	13.98	8.6	56.99	22.58	16.13	4.3

The descriptive results from the the ages of the participants show that 50.54% of wrestlers were younger than 20 years old, 32.25% of wrestlers were 21 to 25 years old, 6% of the technical board and 11% of the wrestlers were 26 to 30 years old, and 94% of the technical board and 6.45% of the wrestlers were elder than 31 years old. The descriptive results regarding the style of the wrestling showed that 55.6% of the technical board and 76% of the wrestlers were executing in the Greco-Roman, and 44% of the technical board and 24% of the wrestlers were active in freestyle. These results regarding the period of the membership on the national team show that for 2% of the technical board and 22% wrestlers, membership was shorter than one year, 33% of the technical board and 56% of the wrestlers' membership period was between one to three years, for 33.33% of the technical board and 13% of the wrestlers it was four to seven years, and for 11.11% of the technical board and 8.6% of the wrestlers it was longer than seven years. The descriptive results about team ranking illustrated that 56% of youths and 44% of adults were active in Greco-Roman and 54% of youths and 46% of adults were performing in freestyle. Also, results about the level of education showed that 33.33% of the technical board and 56% of the wrestlers were in the diploma group, 17% of the technical board and 23% of the wrestlers were in the post diploma group, 17% of

the technical board and 16% of the wrestlers were in the BA group, and 33% of the technical board and 4% of the wrestlers were in the master or higher group.

Table 2. Satisfaction degree of technical board and wrestlers of national team of the Wrestling House

Field Sample	management field	facility field	general field	Total
Wrestlers	3/49	3/32	3/28	3/36
Officials	2/99	2/62	2/86	2/82

The descriptive results regarding the ages of the samples showed that 2.99% of the technical board and 3.49% of the wrestlers of national team were satisfied with the management field of the Wrestling Camp. 2.62% of the technical board and 3.32% of the wrestlers, and 2.99% of the technical board and 3.49% of the wrestlers, respectively were satisfied with the facility and general fields of the Wrestling Camp. In all the fields, the technical board comparing to the wrestlers, graded the Wrestling Camp less than mean value. Considerably, both samples were least satisfied with the general field, and they had their highest satisfaction in the management field of the Wrestling Camp.

Hypothesis 1: Technical board of the wrestling national teams is dissatisfied with management field of the Wrestling Camp.

To evaluate this hypothesis, a Binomial Test was used. Results are shown in the table 3.

Table 3. Result of the evaluation of the first hypothesis

Parameter	number of samples	of meaningfulness level	cutting point	P-value
management field – technical board	18	0.05	72	0.031

As it is seen on the table 3, according to the P-value, which is less than 0.05, H_0 is not accepted. This means that the technical board of wrestling national teams is satisfied with the management field of the Wrestling Camp.

Hypothesis 2: Technical board of the wrestling national teams is dissatisfied with facility field of the Wrestling Camp.

To evaluate this hypothesis Binomial Test was used. Results are shown in table 4.

Table 4. Results of the evaluation of the second hypothesis

Parameter	number of samples	of meaningfulness level	cutting point	P-value
facility field – technical board	18	0.05	72.5	0.001

As it is seen in the table 4, the P-value is less than 0.05. So the H_0 is not accepted. i.e. the technical board of wrestling national teams is satisfied with the facility field of the Wrestling Camp.

Hypothesis 3: Technical board of the wrestling national teams is dissatisfied with general field of the Wrestling Camp.

To evaluate this hypothesis, Binomial Test was used. Results are shown in table 5.

Table 5. Results of the evaluation of the third hypothesis

Parameter	number of samples	of meaningfulness level	cutting point	P-value
general field – technical board	18	0.05	37.5	0.815

As it is seen in the table 5, you can see that the P-value is more than 0.05. So the H_0 is accepted. This means that the technical board of wrestling national teams is dissatisfied with the general field of the Wrestling Camp.

Hypothesis 4: Wrestlers of the wrestling national teams are dissatisfied with management field of the Wrestling Camp.

To evaluate this hypothesis Binomial Test was used. You can see the results in table 6.

Table 6. Results of the evaluation of the fourth hypothesis

Parameter	number of samples	Meaningfulness level	cutting point	P-value
management field – wrestlers	93	0.05	72	0.00

As you can see in the table 6, according to the P-value less than 0.05, H_0 is not accepted. i.e. wrestlers of the national teams are satisfied with the management field of the Wrestling Camp.

Hypothesis 5: Wrestlers of the wrestling national teams are dissatisfied with facility field of the Wrestling Camp. To evaluate this hypothesis Binomial Test was used. Results are shown in table 7.

Table 7. Results of the evaluation of the fifth hypothesis

Parameter	number of samples	Meaningfulness level	cutting point	P-value
facility field – wrestlers	93	0.05	72.5	0.00

As the P-value mentioned in table 7 is less than 0.05, H_0 is not accepted. So wrestlers of the wrestling national teams are satisfied with the facility field of the Wrestling Camp of Iran.

Hypothesis 6: Wrestlers of the wrestling national teams are dissatisfied with general field of the Wrestling Camp. To evaluate this hypothesis, Binomial Test was used. Results are found in table 8.

Table 8. Results of the evaluation of the sixth hypothesis

Parameter	number of samples	Meaningfulness level	cutting point	P-value
general field – wrestlers	93	0.05	37.5	0.097

According to the amount of the P-value in the above table, which is more than 0.05, H_0 is accepted. This means that the wrestlers of the wrestling national teams are dissatisfied with the general field of the Wrestling Camp of Iran.

DISCUSSION

Although previous research published in magazines and books by other authors about customer satisfaction and its aspect was not directly connected to our research, we used some ideas from them in finding the effective factors in customer satisfaction. We used some of their criteria as the sub groups of our research and eventually the deductive results of our research were as follows.

In this research the calculated results showed that the technical board and wrestlers are satisfied with the performance of the managerial area in the Wrestling Camp of Iran, which can result in more preseason and preparation camps in the Wrestling Camp of Iran. We can also identify some other reasons for increasing satisfaction. These include more managerial evaluation on the performance of services, restaurants, and medical board; inviting the head officials of Iran's Sport Organizations and media to the Wrestling Camp; having respectful behavior with the technical board and the national wrestlers; and developing a clear and descriptive by-law for the responsibilities and functions of managerial personnel. All of these could improve the degree of satisfaction of technical and wrestlers with the training camp of Iran.

The results of the Binomial Test showed that the technical board and the wrestlers of the national teams are satisfied with the facilities of the Wrestling Camp, which can support the growth and development of the intrinsic abilities of the wrestlers and the technical board, effectively. There are some other methods in this arena to enhance the satisfaction such as improving the qualitative and quantitative levels of the facilities; improving the health; developing libraries and restaurants; installing ATM, telecommunication, internet, and computer games services.

The results of the Binomial Test also showed that the technical board and the wrestlers of the national teams are not satisfied with the general arena of the Wrestling Camp, which can be one of the main reasons for decreasing the effectiveness of wrestlers and the technical board. In order to attract the attention, and retain and enhance the

performance of wrestlers, the functional aspects of the general field should be promoted. The most dissatisfying factors were low salary payment, lack of recreational and cultural programs, the transportation system, spectators' presence, music and uniform clothing. The most satisfying factors were good appearance and presence of the managers, the safety of the gyms and the punctuality of the technical board and wrestlers.

Valois et al. (2004), Club Haus magazine (2002), and Chakravarthi et al. (2003) identified other factors that affect customer satisfaction such as good looking and presence of officials, audio-visual activities, spiritual level and solidarity of lifestyle, the marketing environment, reality between costs and services, and etc. In these mentioned aspects, the results of our research were consistent. After evaluating the satisfaction degree of technical board and wrestlers of national team from these three arenas, the research group found that samples are satisfied with facilities and management, but they are dissatisfied with the general field. These results are consistent with Bahlakeh (2005) and the Club Haus magazine (2002) which identified the effective factors of customers' satisfaction in different aspects. In order to sum up, we can say that there is not only one unique factor that affects customers' satisfaction and this kind of satisfaction is related to many issues.

By studying the results of other research, it is clear that some criteria and characteristics of satisfaction are similar in all of them, and in a wide range of studies three areas of management, facilities, and general fields are introduced. These mentioned criteria were also evaluated in our research and the results showed the importance of them for increasing the satisfaction degree among technical board and wrestlers of national teams. Since the satisfaction degree of the samples were not high in the ranking for any areas, it seems necessary for the wrestling camp to find proper ways for increasing the satisfaction rate of the samples to attract and retain them by paying attention to all areas of managerial, facility and general satisfaction.

The next interesting point of this study was assessed after comparing the mean satisfaction of technical board and wrestlers, which showed that the technical board had reported lower points to all aspects for the Wrestling Camp of Iran when compared with the wrestlers. This means that wrestlers are totally more satisfied than the technical board. In spite of training in the same managerial, facility, and the general situations; wrestlers' higher satisfaction might be related to the lower levels of their expectation; which could be the result of the shorter membership period in the national wrestling teams, lower levels of education, or being younger, that were found in their personal characteristics questionnaire. These results were different from the findings of Koozechian et al.'s (2001) whom found no significant relationship between satisfaction among sport managers and coaches form men's sport facilities and equipments.

Eventually, it can be mentioned that any researcher can evaluate customer satisfaction with emphasis on some special factors as the parameters for the success of the business. Showing the importance of some factors on customer satisfaction in this research is vital for the success of wrestling camp of Iran.

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