



## **The Effect of Service Quality on The Citizenship Behavior of Football School Students With The Mediating Role of Responsibility**

**Mohammad Maleki<sup>1</sup>, Farhad Fathi<sup>2\*</sup>**

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### **Abstract**

The method of the current research was a description of the correlation type with the approach of structural equations and applied in terms of purpose. The statistical population of the research included all students of football schools in Tehran province. A random cluster sampling method was used to select the sample. The measurement tools of the current research included the demographic characteristics of the participants, the service quality assessment questionnaire of Parasuraman, Zeithaml & Berry (1988), the Groth Customer Citizenship Behavior Questionnaire (2005), and the California Responsibility Questionnaire (1987). 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 of the research show the direct effect of perceived service quality and citizenship behavior ( $\beta = 0.791$ ); ( $T = 14.367$ ) at a significant level ( $P < 0.01$ ) and the indirect effect of perceived service quality and citizenship behavior through responsibility ( $\beta = 0.128$ ); ( $T = 2.625$ ) is at a significant level ( $P < 0.01$ ). It is suggested that the managers of football schools draw the goals and vision of their group in such a way that by providing quality services, it will increase the citizenship behavior of students and at the same time, it will increase their level of responsibility in society.

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1. Assistant Professor of Motor Behavior, Faculty of Social Sciences, University of Kurdistan, Sanandaj, Iran

2. PhD Student in Sports Management, Faculty of Physical Education and Sports Sciences, Kharazmi University, Tehran, Iran.

\* Responsible Author: Email: farhad.fathi47@yahoo.com

## **Introduction**

As society advances economically, matures culturally, and increases its knowledge base, the societal demands for quality service increase. Accordingly, the interest in 'service quality' has increased exponentially during the 2020s. Today, service quality is recognized as one of the most important topics in the field of service management and marketing, and the word quality has become a part of the everyday vocabulary of management (Wang, Fu, Qiu, Moore & Wang, 2019). Service quality is the degree of difference between customers' perception and their expectations of the service. Service quality is a complex issue because its definition includes five dimensions: reliability, responsiveness, reassurance, empathy, and appearance. We use these dimensions to introduce the concept of the service quality gap. This gap is based on the difference between the customer's expectations of service and the impressions and perceptions of what he receives. A survey tool that evaluates and measures service quality is called Sercoeval, which is based on the implementation of the service quality gap concept. In the service department, quality assessment is done during the process of providing services. Every customer contact is considered as a moment to build trust and an opportunity to satisfy or displease. Customer satisfaction with a service can be defined by comparing his expectations from the service or his perception of the service provided. If the service provided exceeds the

customer's expectations, that service is considered wonderful. When the customer's expectations of the service match his perceptions of the service provided, the quality of the service provided is satisfactory (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 per 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 customer loyalty (Amran, Fauzi, Purwanto, Darus, Yusoff, Mohamed & Nejati, 2017). In this regard, the results of the research of Fida et al. (2020) showed that the gap between the expectations and perceptions of the customers of sports clubs is significant in general and in different dimensions. In the perception section, the level of politeness and trust with an average rank of 3.22 was the highest priority, and in the expectations section, the level of reliability with an average rank of 3.24 was the highest priority.

Perceived service quality refers to the customer's evaluation of the company's or organization's plans, which includes a wide range of time, work, and useful information about the organization's plans. Also, the quality of interaction refers to the way of providing and receiving services from the company or organization and their customers, and it is based on two types of interaction between the employees of the organization and the customers and the interaction between the customers themselves. In the interaction between employees and customers, issues such as task-oriented skills, employees' expertise, how they deal with providing services, and the customer's understanding of how to provide services are raised. The interaction between customers refers to the attitude and behavior of customers towards other customers of the group (Hsiao & Wang, 2020). Based on the results obtained from the research of Omid and Safari (2018), the variable of organizational citizenship behavior has a positive effect equal to ( $B=0.34$ ) on customer orientation. It was also observed that citizenship behavior has a positive and significant effect equal to ( $B=0.21$ ) on the dimension of customer needs, while it has a positive but insignificant effect ( $B=0.13$ ) on the dimension of customer pleasure. Therefore, the direct encouragement of customers requires knowing its prerequisites, and in the case of the citizenship behavior variable, focusing on behaviors such as conscientiousness, conscientiousness, and altruism, it can be expected that the level of customers

will grow better. Citizenship behavior is a set of behaviors that are considered outside the scope of mandatory behaviors of people in the club environment, but they play a fundamental and central role in creating favorable psychological and social spaces in the club environment. These behaviors are introduced in the initial definitions as behaviors that are completely optional and there is no place for them in the system, salaries, and rewards in the clubs. Individual behaviors that are optional, voluntary, and conscious have a very significant effect on organizational effectiveness. The meaning of optionality is that such behaviors are not part of the basic requirements of the members' roles and duties, therefore, considering the role and influence of citizenship behavior in the effectiveness of the club, it is important to know the factors and concepts that influence this category. Among the customers of football schools are students, whose encouragement and persuasion to attend regularly is one of the main goals of sports club managers (Cho, Kim, & Kaplanidou, 2020).

In service organizations, customers can have a great impact on productivity and organizational performance in service delivery processes. For this reason, service customers are considered human resources and contributors to quality and value creation for the organization. Service customers play an important role in determining the service delivery time and consequently the service capacity of a service organization (Choi, Lotz &

Kim, 2014). According to the research of Rosenbaum & Massiah (2007), customers who show voluntary performance by providing examples of loyalty, participation, or cooperation, indulge in customer citizenship behavior. The aim of BabaeiDehkordi, Aghaei & Sabonchi (2019) research was to the effect of perceived service quality on the citizenship behavior of customers of sports clubs in Isfahan City. The results showed that managers and owners of sports clubs, by using pricing strategies and positioning among competitors create a good social reputation, and create appropriate communication strategies with customers, the expected quality of services and their value in relationship with socio-economic and emotionally provide 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 well-being of the organization, the desire to provide high-quality services play an important role in service industries, because service quality plays an important role in service industries, and service quality is vital for the survival and profitability of the organization. According to the fact that the format of the country's sports departments, especially sports clubs, provide remarkable services related to sports and health to the people of the society, it can be said that the quality of services at present as a tool has become vital in obtaining a competitive advantage between these centers. Therefore, it seems necessary for sports clubs to increase the quality

of service which leads to the intention of customers to return to these centers.

The concept of organizational accountability draws attention to the topics of business ethics and social responsibility and related research areas. Also, accountability as a general concept is the result of responsibility. Acknowledging the requirement of accountability in organizations and the mutual effects that exist between the economic, political, social, and cultural affairs of societies and organizations, leading organizations, as accountable organizations, must fulfill their commitments to social responsibility to be transparent and accountable to their stakeholders for their performance. express through their values and make sure that these obligations flow throughout the organization in this way, social responsibility is one of the most important relationships between the organization and the society, in the category of the organization's accountability, in view Taken. Undoubtedly, social responsibility for the organization will have two-way benefits, so that both the organization benefits from its more ethical and coherent approach, and the society and stakeholders will have a better opinion and perception of the organization's performance and strengths (Santos, Marques, Justino, & Mendes, 2020).

Today, football is an integral part of the culture, society, and economy of society and countries, and it is not considered just a sport, it is called the football industry. In the past, football was just a sport and the teams only paid attention to its sports and moral aspects,

but now this sport has become an industry and teams have turned into clubs and commercial enterprises. The importance of football compared to other sports is due to the special view and interest of the people in this sport, creating vitality and happiness among the youth and raising the general spirit of the society and social-cultural exchange. Meanwhile, football schools have become a competitive industry. Therefore, understanding and checking expectations, establishing effective relationships with customers, and ultimately creating value for them are considered one of the most important and important topics for researchers and managers in this field. In this regard, the competition to attract and retain customers has led to the expansion of marketing strategies, and service providers use the most important marketing strategies to attract and retain customers and continue to be profitable and alive in the competitive world. In recent decades, the developments in the concept of marketing have pushed all organizations and businesses towards customer orientation, and the final recommendation of all new marketing approaches in competitive markets is based on maintaining customers. 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, providing excellent and desirable services is a prerequisite for the continued survival and success of any sports complex. Therefore, service

quality has been considered one of the most important success factors of service organizations in a competitive environment. Therefore, if sports centers are not managed well, they will lose their competitive power. In the last two decades, the interest in the quality of service in the sports industry and the increase in satisfaction with it have increased. In previous years, due to many reasons such as the increase in demand over supply and the limited competition space, the demands and needs of the customers of football schools were not paid enough attention and the students had to receive the services they needed with any quality, but Today, due to the increase in supply and intense competition, the power of customers in these schools has increased to the point where school administrators have forced their public relations department to meet the high-level expectations of customers, many studies have shown that it is one of the benefits of Providing high-quality services is beneficial and customer retention. One of the sports services welcomed by the people in recent years is the phenomenon of football schools, which has attracted the attention of many parents every year as one of the summer leisure plans and even the whole year for children and infants. This welcome in line with the universality of football sport, the improvement and development of the professional view, the Premier League of Iranian football, the media's popularity, and also its financial circulation has attracted the attention of many people, so that many parents,

registration Children in schools consider football as one of the priorities in life. However, the point that exists is the quality of services of such schools and their attention to the needs of customers.

The set of mentioned cases led the researcher to draw the attention of the managers of football schools in Tehran city to search for solutions that lead to the adoption of policies and the formulation of strategies and regulations to improve the perceived

### **Methodology**

The most suitable method for conducting this research was the descriptive method - a survey of the correlation type and applied in terms of purpose. The target population included male customers of football schools in Tehran who had at least six months of membership in these schools. Based on the statistical population of 11,500 people (an average of 80 members in 32 schools covered by Tehran municipality and more than 110 private schools in Tehran) random cluster sampling method was used to select the sample, the statistical sample of the research is based on the statistical table of Karajesi and Morgan. 375 people were determined and regions 1, 6, 9, 14, and 22 were selected as the main clusters according to the geographical distribution. Eight schools were randomly selected from each region and finally, approximately ten students of each school who had the desired conditions were selected as the statistical sample of the research. Therefore, 400 questionnaires were distributed among the designated

quality day by day. services to the customers, and in this way, it will lead to an increase in satisfaction and create commitment in them towards the relevant organization, it will provide the basis for the participation of customers in the football schools of Tehran city, so that these schools can finally achieve huge capital Customers' trust and participation will benefit from the advantages

of profitability and long-term survival.

people, and among them, 375 questionnaires that were fully answered were selected and the results of the research were prepared and organized based on this number of questionnaires. The research measurement tools include demographic characteristics and the five-dimensional questionnaire of perceived service quality by Parasuraman, Zeithaml & Berry (1988) with 20 items, the three-dimensional customer citizenship behavior questionnaire by Groth (2005) with 10 items, and the seven-dimension questionnaire of responsibility was California (1987) with 42 items. A five-point Likert scale was used to answer the relevant questions. Each of the questions was evaluated on a five-point Likert scale, ranging from completely disagree (1) to completely agree (5). To confirm the formal and content validity, the mentioned questionnaires were sent to 15 sports management experts in the field of marketing and organizational behavior, and after collecting, their corrective comments were applied. The results of Bartlett's test and KMO index

are according to the table. Since the value of the KMO index for all three questionnaires is more than 0.8, then the number of samples is sufficient for factor analysis. Also, the P value of Bartlett's test for all three questionnaires is less than 0.05, which shows that factor analysis is suitable for identifying the structure of the factor model. Their retest coefficient for the perceived service quality questionnaire

was 0.908, the customer citizenship behavior questionnaire was 0.867, and the responsibility questionnaire was 0.849. The retest coefficient showed that the questionnaires maintained their stability over time and had reliability. Also, after using the Kolmogorov-Smirnov test to determine the normality of the distribution, SPSS 24 and Smart PLS 3 software were used to analyze the data.

**Table 1. Bartlett and KMO test**

Questionnaire	Statistics Bartlett and KMO	Test Result
Perceived Service Quality	KMO = 0/82 Sig = 0/000	Confirmation of adequacy and correlation of data
Customer Citizenship Behavior	KMO = 0/87 Sig = 0/000	Confirmation of adequacy and correlation of data
Responsibility	KMO = 0/80 Sig = 0/000	Confirmation of adequacy and correlation of data

The information related to the descriptive statistics obtained from the statistical sample indicates that the age of largest age range of 10 to 15 years of respondents was 51.9% equal to 194 people; The largest sample size in the education part was people from the primary group (with 48.7% equal to 183 respondents) and regarding the

duration of using the school, 42% of the respondents equal to 157 people for a period of less than one They had used the football school for years.

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

**Table 2. Kolmogorov Smirnov test results**

Components	K.S Statistics	Sig	Distribution Result
Sensible	0/236	0/101	Normal
Trust	0/122	0/097	Normal
Responsiveness	0/155	0/107	Normal
Confidence	0/153	0/085	Normal
Sympathy	0/092	0/091	Normal
Advice to others	0/203	0/142	Normal
Help	0/139	0/075	Normal
Feedback	0/148	0/086	Normal
Dutifulness	0/189	0/094	Normal

<b>Sense of Commitment</b>	0/256	0/134	Normal
<b>Diligence</b>	0/129	0/079	Normal
<b>Seriousness</b>	0/121	0/080	Normal
<b>Reliability</b>	0/150	0/093	Normal
<b>Behavior-based on Rules and Regulations</b>	0/110	0/078	Normal
<b>Behavior-based on Responsibility</b>	0/172	0/104	Normal

The results obtained from the Pearson correlation test in Table 3 show that there is a positive and significant relationship between perceived service

quality and citizenship behavior of football school students ( $P < 0.01$  and  $r = .76$ ).

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

Components	Advice to others	Help	Feedback	Citizenship Behavior
<b>Sensible</b>	0/41**	0/33**	0/37**	0/42**
<b>Trust</b>	0/35**	0/51**	0/45**	0/51**
<b>Responsiveness</b>	0/48**	0/62**	0/43**	0/45**
<b>Confidence</b>	0/59**	0/47**	0/55**	0/61**
<b>Sympathy</b>	0/60**	0/53**	0/41**	0/56**
<b>service quality</b>	0/58**	0/69**	0/47**	0/76**

\*\*  $P < 0/01$  \*  $P < 0/05$

A regression test was used to determine the prediction equation of the criterion variable based on the predictor variables. According to the research findings, there is a positive and significant relationship between perceived service quality and the citizenship behavior of football students. The results of multiple regression shows that He said that all components of service quality are qualified to predict the citizenship behavior of football students. The results related to the slope of the

regression line (B) about the predictor variables show that between the citizenship behavior of football school students with the Sensible component (0.41), trust (.65), responsiveness (.35), confidence (0.29) and sympathy (.51) relationship. The results of the standardized beta coefficient also show that the most important predictors of customer citizenship are trust (0.58), Sympathy (0.48), Sensible (0.39), responsiveness (0.30), and confidence (0.28).

**Table 4. Regression equation for predicting the citizenship behavior of football students based on service quality components**

Regression	P	T	Non-standard coefficients		Standard Coefficient	Quota correlation
			Sd. Er	B	Beta	
Width of origin (a)		6/51	0/18	0/58		
Sensible	0/0001	8/005	0/15	0/41	0/39	0/35
Trust	0/0001	7/921	0/43	0/65	0/58	0/51
Responsiveness	0/0001	7/254	0/37	0/35	0/30	0/29
Confidence	0/0001	6/109	0/37	0/29	0/28	0/21
Sympathy	0/0001	4/576	0/29	0/51	0/48	0/45

The results obtained from Table 5 show that there is a positive and significant relationship between

perceived service quality and accountability ( $P < 0.01$  and  $r = 0.42$ ).

Components	Dutifulness	Sense of Commitment	Diligence	Seriousness	Reliability	Behavior-based on Rules and Regulations	Behavior-based on Responsibility	Responsibility
Sensible	0/36**	0/67**	0/53**	0/45**	0/41**	0/62**	0/25**	0/48**
Trust	0/42**	0/46**	0/68**	0/64**	0/69**	0/50**	0/29**	0/52**
Responsiveness	0/29**	0/37**	0/51**	0/57**	0/51**	0/34**	0/49**	0/39**
Confidence	0/47**	0/57**	0/40**	0/76**	0/63**	0/31**	0/51**	0/42**
Sympathy	0/51**	0/27**	0/39**	0/39**	0/45**	0/29**	0/60**	0/31**
service quality	0/63**	0/49**	0/71**	0/42**	0/37**	0/38**	0/43**	0/42**

**Table 5. Correlation matrix of service quality and responsibility**

\*\*  $P < 0/01$  \*  $P < 0/05$

Based on the research findings, there is a positive and significant relationship between service quality and responsibility. The results of multivariable regression show that the dimensions of responsiveness, sensitivity, trust, and empathy qualify as predictors of responsibility. The results related to the slope of the regression line (B) about the predictor

variables show that there is a significant relationship between responsibility with Sensible (0.25), trust (0.31), responsiveness (0.29), and Sympathy (0.26) relationship exists. The results of the standardized beta coefficient also show that the most important predictors of responsibility are responsiveness (0.36), sensibility (0.31), trust (0.29), and Sympathy (0.21).

**Table 6. Regression equation for predicting responsibility based on service quality components**

Regression	P	T	Non-standard coefficients		Standard Coefficient	Quota correlation
			Sd. Er	B	Beta	
Width of origin (a)		5/32	0/25	0/61		
Sensible	0/0001	5/695	0/19	0/25	0/31	0/32
Trust	0/0001	6/196	0/34	0/31	0/29	0/46
Responsiveness	0/0001	5/179	0/29	0/29	0/36	0/39
Sympathy	0/0001	7/364	0/42	0/26	0/21	0/40

The results obtained from Table 7 show that there is a positive and significant relationship between the citizenship

behavior of football school students and responsibility ( $P < 0.01$  and  $r = .50$ ).

**Table 7. Correlation matrix of football school students' citizenship behavior and responsibility**

Components	Dutifulness	Sense of Commitment	Diligence	Seriousness	Reliability	Behavior-based on Rules and Regulations	Behavior-based on Responsibility	Responsibility
Advice to others	0/32**	0/59**	0/60**	0/51**	0/49**	0/48**	0/39**	0/58**
Help	0/51**	0/40**	0/61**	0/56**	0/62**	0/52**	0/34**	0/41**
Feedback	0/35**	0/39**	0/43**	0/42**	0/43**	0/37**	0/53**	0/48**
Citizenship Behavior	0/43**	0/51**	0/57**	0/49**	0/53**	0/45**	0/47**	0/50**

\*\*  $P < 0/01$  \*  $P < 0/05$

The research findings show that there is a positive and significant relationship between the responsibility and citizenship behavior of football school students. Multivariable regression shows that the components of sense of commitment, Diligence, Reliability, and behavior based on responsibility are eligible to predict the citizenship behavior of football school students. The results related to the slope of the regression line (B) about the predictor

variables show that there is a correlation between the citizenship behavior of football school students with a sense of commitment (0.45), Diligence (0.41), Reliability (0.52) and behavior based on responsibility (0.65). The results of the standardized beta coefficient also show that the most important predictors of the citizenship behavior of football school students are behavior based on responsibility (0.52), sense of commitment (0.48), Reliability (0.43), and Diligence (0.38).

**Table 8. Regression equation for predicting the citizenship behavior of football school students based on the components of responsibility**

Regression	P	T	Non-standard coefficients		Standard Coefficient	Quota correlation
			Sd. Er	B	Beta	
Width of origin (a)		4/92	0/27	0/53		
Sense of Commitment	0/0001	3/39	0/27	0/45	0/48	0/40
Diligence	0/0001	2/97	0/39	0/41	0/38	0/51
Reliability	0/0001	5/02	0/32	0/52	0/43	0/47
behavior based on responsibility	0/0001	4/28	0/48	0/65	0/52	0/59

To investigate the mediating effects, first, the effects of the entire path of service quality on citizenship behavior should be investigated. According to

the significant level of this path ( $P < 0.01$ ), the conditions for investigating the mediator role are provided.

**Table 9. Examining the effects of the total research variables**

Total effects						
			B	T	SD	P
responsibility	$\longrightarrow$	citizenship behavior	0/059	3/602	0/038	0/0025
service quality	$\longrightarrow$	citizenship behavior	0/791	14/367	0/062	0/000
service quality	$\longrightarrow$	responsibility	0/134	4/168	0/046	0/000

According to the hypothesis based on the existence of a mediating role of responsibility in the causal relationship between service quality and citizenship behavior of football school students, the indirect path of this hypothesis should be investigated. As the following table

shows, the indirect path of the proposed hypothesis by obtaining the regression coefficient ( $\beta = 0.128$ ) and the t-statistic ( $T = 2.625$ ) at a significant level ( $P < 0.01$ ) indicates the existence of a mediating role as a responsibility variable.

**Table 10. Examining the indirect effects (mediating role) of the responsibility variable**

Total effects								
			B	T	SD	P		
service quality	$\longrightarrow$	responsibility	$\longrightarrow$	citizenship behavior	0/128	2/625	0/062	0/005

Also, to investigate and identify the type of intermediary role (partially and fully), it is necessary to examine the direct path of service quality and citizenship behavior. According to the results of Table (9) in the mentioned path and by obtaining the regression coefficient ( $\beta = 0.791$ ) and the t-statistic ( $T = 14.367$ ) at a significant level ( $P < 0.01$ ), it can be said that the role of responsibility The acceptability of football schools in Tehran was confirmed as a partial mediator. To evaluate the quality of the model, criteria have been considered in modeling with a variance-based approach. One of these criteria is the main index of goodness of fit, which is commonly referred to as the standardized residual root of the mean

### **Discussion and Conclusion**

Service quality as a psychological and personal category has been included in the management and marketing literature. On the other hand, citizenship behavior is debatable at the level of intra-organizational relations and the organization's relationship with customers. Customers can be organizations (industrial relations) or individuals. This study is a practical approach based on people, and what makes it new is focusing on people as customers of football schools. An inherent desire for service quality, citizenship behavior, and risk-taking are emphasized as three axes in this study, which have not been given much attention. The field of service quality has put potential challenges before the activists of this field.

Based on inferential findings, there was a significant relationship between

square. The cut-off point in this index in modeling with a variance-oriented approach is 0.05 in the two standard and significant modes, respectively,  $>02\%$  and  $>97\%$ . Based on the results obtained in the above tables, the desired index had a good fit in both cases. Two other indicators to evaluate the model in the variance-oriented approach in a significant state with the bootstrap method to determine the difference between the two experimental and fitted matrices, the two indicators of least undistributed difference ( $d_{ULS}$ ) and the difference formed by geometric levels ( $d_G$ ) with a cut-off point of less than 95% are considered at a significance level of 0.05. Based on the results of these two indicators, they have a good level of model fit.

the quality of services perceived by students of football schools in Tehran and their citizenship behavior. Most of the researchers have stated that having facilities and facilities, modern equipment, sports space, and experienced coaches are among the influencing factors on citizenship behavior. The results of testing this hypothesis with the results and findings of research conducted by Iqbal & et al (2018); Kang & Bradley (2002); Amran & et al (2017) and Souki & Filho (2008) are in the same direction. The consequence and role of customer citizenship behavior in the performance of any business is even more important than price competition. This role of customers can be considered as one of the vital resources of the organization in determining sales points and the learning process and guiding customers

towards club alliances. Clubhouse organization states that one of the effective factors in attracting more customers is providing services with good quantity and quality. In this regard, Rakhshani et al. (2020) concluded in their research that the relationship between the two variables of CRM customer relationship and service quality is intensified by the variable of citizenship behavior, which is stronger if citizenship behavior increases, and naturally if citizenship behavior weakens This relationship will be weakened. This issue can be inferred based on the significance and directionality of the effect of the organization's citizenship behavior. The student's understanding of the superior quality of football school services compared to other schools makes them feel satisfied with their choice of school, which in turn causes positive citizenship behavior in students and pride in their chosen school. They recommend it to others.

The results of the research show that there is a significant relationship between the perceived risk of football school students in Tehran and their citizenship behavior. In society, responsible people are more reliable due to their responsiveness, and gaining the trust of others is one of the important fields of progress and improvement of life. Therefore, accountability is an important factor in accelerating the process of individual and social progress, and it also adds to people's credibility, sense of worth, and self-esteem. The results of various studies have shown that, fortunately, responsibility is not inherited, but a contractual, moral, and educational

meaning and concept that can be learned at any time (Rosenbaum & Massiah, 2007). When the students of football schools feel responsible, it is no longer necessary for others to tell them how to act in any situation. As a result of paying attention to regulations, evaluating their own experiences, and reaching realistic conclusions from those experiences, people choose a suitable behavior model. Responsibility means the ability to accept, answer, and undertake the work that is requested from the student, and the student has the right to accept or reject it. When the students of football schools want to accept the responsibility, it should be clear to them what the subject of the request is and what they will get in return for taking it on. Responsibility is a conscious choice, just like an unwritten contract, all of which are known to the individual.

Finally, the path analysis showed that there is a positive and significant relationship between perceived service quality and citizenship behavior of football school students with the mediation of responsibility in football school students in Tehran. It can be said that when the service quality attitude is positive, the probability of customer citizenship behavior increases. Different research has been conducted in different organizations on these variables and their effects, and their results confirm the findings of this research. Based on the research findings of Amran et al. (2017), the benefits received compared to the cost incurred by customers to receive services in schools are a basis for customer attendance and loyalty. Therefore, school administrators

should know that creating value for students is the key to attracting and retaining them, considering the attitude and improvement of service delivery, improvement of service quality, customer satisfaction, and improvement of attitude, and the student can use school services again. use, and introduce it to others. Therefore, the adequacy of football school services is the first step to monitoring the expectations of the audience. In the next step, the practical and technical services are designed to estimate the student's expectation that the order to return increases their loyalty. Managers and owners of football schools use pricing strategies, positioning among competitors, creating a good social reputation, and creating appropriate communication strategies with students, the quality of the expected services, and their value on social status. Provide economic and emotional Committed students perform voluntary behaviors such as customer citizenship behavior 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 creates an important role in service industries. slow, because service quality plays an important role in service industries and is considered vital for the survival and profitability of the organization. Considering that the format of the country's sports departments, especially football schools, provide remarkable services related to sports, entertainment, and health to the people of the society, it can be said that the quality of services at present is a vital tool in Gaining a competitive advantage between these

centers. Therefore, it seems necessary for football schools to increase the quality of services that lead to customer citizenship behavior; Therefore, dealing with students' problems, being responsible for them, conscientiousness, behavior based on rules and regulations, and behavior based on a sense of responsibility and understanding their needs and desires are among the actions that according to the results of the research It should be at the top of the duties and work priorities of school administrators. Therefore, according to the results of the research, it can be said that the quality of services is one of the fundamental factors that affect the citizenship behavior of students and the responsibility of football schools.

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

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

2) Strategic or active: in a strategic or active approach, quality is used as a differentiating factor. Quality is at the

heart of the organization's strategy to achieve competitive advantage. Here, quality is usually considered one of the primary driving forces of business, and the mental image of the company is created around quality. In this attitude, the emphasis is on the continuous satisfaction of the customer, and the phenomenon of quality is viewed as a source of superiority and differentiation of the organization's services from the services of competitors.

According to the above findings, it can be concluded that accountability is one of the important factors that can affect the behavior of students towards using football schools in the financial market; Therefore, it is very important to pay attention to the responsibility of students and management. Considering that responsibility 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 strengthening factors, it is suggested that the managers of football schools increase the Perceived quality of services and citizenship behavior of students among their employees, coaches, and customers, so that they can identify different dimensions of responsibility among the students of their schools to be more productive and advance the goals of marketing plans. Do what is necessary.

Based on the findings of the research, the high level of accountability, as a result of trusting the coaches, venue staff, and managers, as well as trusting in one's abilities, leads to encouraging athletes to attend sports venues and participate more in sports activities. These important supervisory measures of officials and managers in

the implementation and implementation of management processes, follow up to provide a suitable environment, standard and safe equipment, increase insight, and awareness, and create confidence in athletes through reducing accidents and injuries. As a result, continuous participation in sports activities increases.

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### **Conflict of Interest**

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**Author 1 Name: Mohammad Maleki**

**Email: [farhad.fathi47@yahoo.com](mailto:farhad.fathi47@yahoo.com)**

Department of Physical Education and Sport Sciences, Faculty of Humanities and Social Sciences, University of Kurdistan, Sanandaj, Iran



**Author 2 Name: Farhad Fathi \* Responsible author**

**Email: [farhad.fathi47@yahoo.com](mailto:farhad.fathi47@yahoo.com)**

PhD Student in Sports Management, Faculty of Physical Education and Sports Sciences, Kharazmi University, Tehran, Iran

