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Quality assessment: Adaptation of Mexican sports context
CECASDEP by delphi method

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Abstract

The sports management through quality becomes an indispensable tool for any sports organization that seeks to stand out and be a benchmark in the field of sports. Sports organizations aspiring to improve their management system, must be able to respond to the needs, motivations and interests of the different parties involved in the process.

In the provision of services in the sports area is considered the quality of service perceived as a lasting attitude over time, while satisfaction is a transient trial before a specific service (Cronin & Taylor, 1992; Parasuraman et al, 1988). This to get quality leads for all activities that offer sports organizations.

There are different methods for evaluating the perceived quality; one of them is the Assessment Questionnaire Perceived Quality Sports Services (CECASDEP) (Galvez & Morales, 2011). It is a method used to evaluate the quality perceived by users in sports services, as shown satisfactory reliability and validity, provides useful information for sports organizations, and meets the requirements necessary methodological and psychometric (Gálvez Ruiz, 2011). For this reason, the aim of our study was to validate the Mexican sports context adaptation this tool through a qualitative research technique, the Delphi method, and apply it in the Sports Services University of the Autonomous University of Nuevo León (UANL) San Nicolas de los Garza, Nuevo León, México, to result in the assessment of perceived quality.

Keywords: CECASDEP, sports services, quality, Delphi method, validity.

Introduction

Sports entities are a system and its quality management include then the set of actions to achieve systematic planning, monitoring, evaluation and improvement of the services provided by sports bodies to their customers (*Senlle, 2006*).

It is for this reason that our research focuses applied to Mexican university sports context. According to the social need that demands public universities in Mexico, whenever there is greater awareness towards quality that impacts the entire university community, this requires the development of service evaluation mechanism forming part of all levels, including university sports services. The Assessment Questionnaire Perceived Quality Sports Services (*Galvez & Morales, 2011*). It is a method used to evaluate the quality perceived by users in sports services.

The Delphi method is a systematic procedure that is aimed at gathering the views of experts on a particular topic, in order to incorporate the judgments in the structure of a questionnaire and get a consensus through the convergence of expert opinions (*Bass, 1983; Ludwig, 1996, 1997*). Using the Delphi method as a tool for validation of questionnaire has been widely used in numerous studies and areas of knowledge (*Hung, Alischuld & Lee, 2007*).

In our area of expertise physical activity and sport, has been used in various studies and for establishing quality criteria for training in socio-cultural and free time (*Well, Gutierrez & Rodriguez, 2007*), or understand the perceptions users about the quality of facilities and sporting events (*Calabing & Crespo, 2009*).

Research Objective

The Propuse of the investigation is on to validate the adaptation of CECASDEP Mexican sports context, through the Delphi method.

Method

Sample

They formed two groups of experts to validate the questionnaire consisted of five researchers from the Faculty of Physical Education at the Autonomous University of Nuevo Leon and three at the University of Merida, this in order to have an adaptation that covers wider geographical spread of our country, as the first university in the north of the republic and the other is located south of the country.

Instrument

The instrument used is the Assessment Questionnaire Perceived Quality Sports Services (CECASDEP) (Galvez & Morales, 2011). The questionnaire groups 49 items distributed in five dimensions (sports facilities, sports facilities, changing rooms, activity program and coach or teacher), but a section of demographic questions.

Process

According to several studies that have applied the Delphi method (Otañe, Ramos & Diaz, 1998; Bravo & Arrieta, 2005) was done delivering the offices to the members of the committee of experts, where they sought support for CECASDEP adaptation Mexican context using a previously set format. After two weeks we collected feedback from the adaptation of expert commissions and adjustments were made to the instrument according to the feedback received in the different phases that were established for adaptation as shown in the following figure 1.

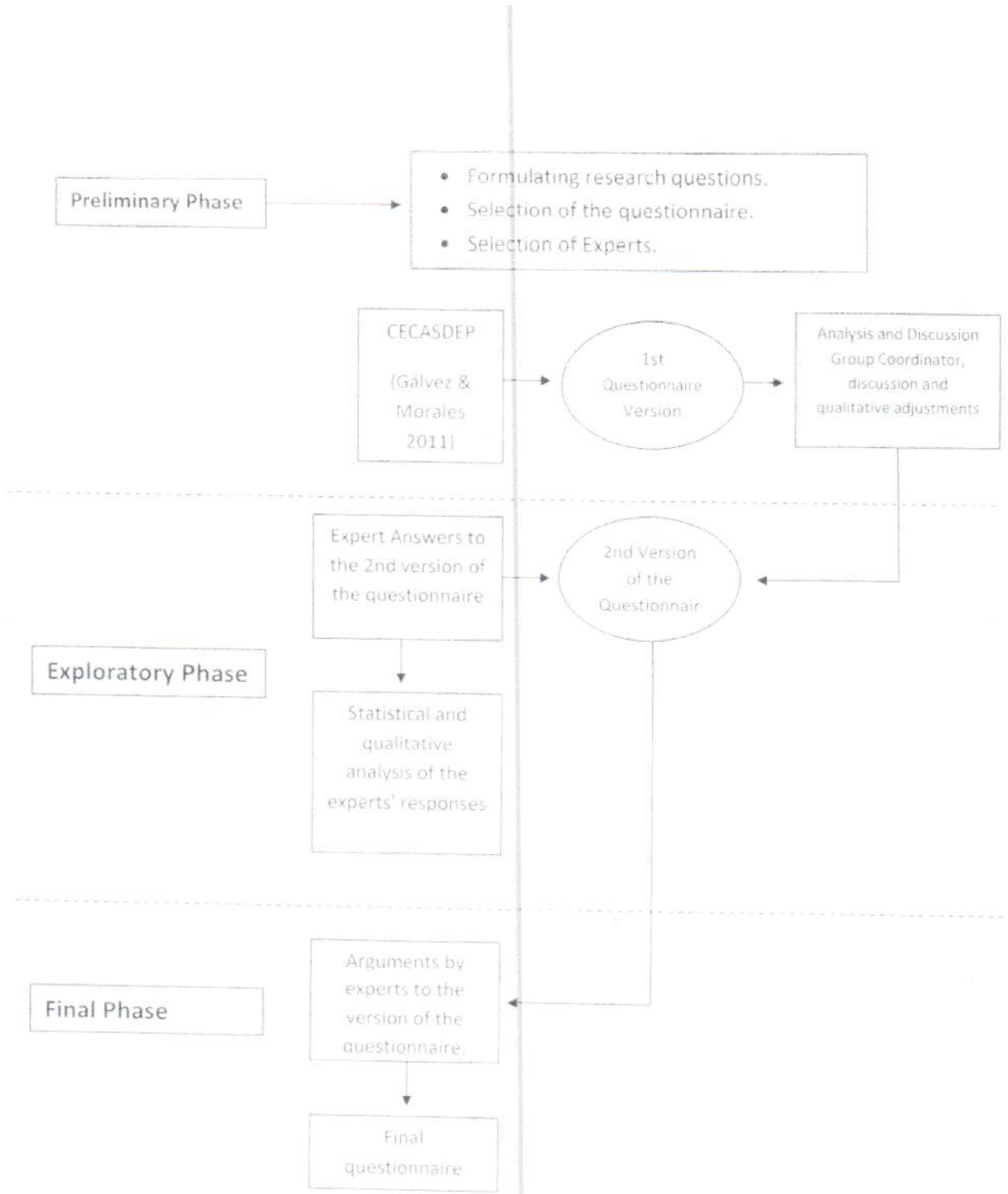


Figure 1. Adaptation phases instrument through Delphi method.

Results

Regarding the characteristics of the experts involved in the adaptation to 100% of the experts selected had doctoral degree and belonged to high-level universities and prestigious related research area.

Once modified the instrument based on the feedback obtained as a result of the first round, he underwent a second round the same group of experts, whose quantitative results of the assessments made were processed by statistical analysis of reliability or alpha cronbrach. The experts presented a group of qualitative considerations in response to the open questions of paragraph sociodemographic and semantic instrument in relation to the items, these were collected and analyzed to check its consistency and discrepancy.

Conclusions

In conclusion we can state that according to the responses of the expert group and the application of analysis of internal consistency, reliability and factor analyzes that were performed to the instrument, the Assessment Questionnaire Perceived Quality Sports Services (CECASDEP), is considered a valid and reliable instrument to assess the perceived quality sports service users.

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