

## Research Paper

# The Role of Service Quality and Organizational Image in Individuals' Emotional Satisfaction and Loyalty with a Focus on Customers' Rights in Tehran Sports Complexes

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**Received:** 29 January 2021

**Revised:** 5 March 2021

**Accepted:** 8 March 2021

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### Keywords:

Customer Loyalty, Sports Complexes, Service Quality, Emotional Satisfaction, Organizational Image, Customers.

### Abstract

Today, many sports complexes require loyal and regular customers to survive, so arrangements must be made to allow emotional satisfaction and enthusiasm and passion for individuals to re-enter the complexes. The purpose of this study was to investigate the role of service quality and organizational image in emotional satisfaction and loyalty of customers in Tehran sports complexes. In terms of its purpose, the study was applied and in terms of method, it was a descriptive survey. The statistical population comprised all male and female customers of sports complexes (Yas, Shahid Boroujerdi, Fadak, and Shohada) in Tehran, and the sample size included 204 individuals who were selected based on availability voluntary sampling using Barkley et al.'s model. To collect data, Ladhari's (2009) emotional satisfaction questionnaire, Nguyen et al.'s (2001) organizational image questionnaire, Ladhari's customer loyalty questionnaire and Ladhari et al.'s (2011) service quality questionnaire, were used. The questionnaires were distributed in person among 487 people and among the received answers 204 questionnaires were acceptable. In order to investigate the construct validity of the questionnaire, a confirmatory factor analysis, and for its reliability, Cronbach's alpha coefficient formula were used. Also, to analyze the data, structural equation modeling and SPSS and SMART PLS software were used. The findings of the research showed that the service quality had a significant effect on the organizational image, and the service quality and organizational image variables had a positive and significant effect on the customer satisfaction and loyalty. Also, the service quality and organizational image had a great effect on the customer loyalty.

**Citation** Ahaninjan H, Akbariyazdi H, Elahi A. The role of service quality and organizational image in individuals' emotional satisfaction and loyalty with a focus on customers' rights in Tehran sports complexes. *Research in Exercise and Law*, 2021; 1(1): 46- 59.

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### Introduction

Given the changes in the concept of marketing in the last decade, the long-term goal of marketing is to build and improve a relationship of loyalty. Nowadays, the customer loyalty is one of the most important issues in the world of sports, so that all organizations have realized the importance of this issue and the benefits that the customers and their loyalty to the system can have for them. In any manufacturing and service organization, the most important factor for maintaining and growing is customers and their level of satisfaction. Besides, the customer loyalty causes them to gain more market share and have leadership and control over it. The key to the survival of a sports complex and organization is to satisfy loyal customers through the services provided, because no organization can survive without the satisfaction of loyal customers. In addition, customers' expectations are constantly increasing, and the main focus of their activity has been to meet the demands of customers and satisfy their needs and attract their emotional satisfaction. Loyalty occurs when customers strongly feel that the organization in the best possible way can meet their needs (1). Service organizations consider service quality, emotional satisfaction and customer loyalty as important criteria for measuring their performance and this trend is increasing. This makes the issue of customer loyalty and measuring emotional satisfaction and service quality in the sports services industry still a controversial issue, and providing quality service to customers is essential to success and is the key to survival in today's competitive environment. Sports facilities are one of the most important factors in people's

satisfaction with sports and their loyalty. Because the interaction of emotional satisfaction and customer loyalty increases and boosts the business of sports and service complexes. But one of the most important factors in maintaining this relationship (between customers and sports organizations), and understanding the sports customers' expectations, is to provide quality products and services to attract citizens' emotional satisfaction (2). Only institutions can continue this service consistently that have a comprehensive attitude towards the customers and have a deep commitment to it. Therefore, it should be noted that high customer satisfaction and high service quality and organizational image will lead to their return in the future. The purpose of improving the quality of services and appropriate organizational image is to close the gap between customer expectations and perceptions and increase their level of satisfaction. Because the fields of service, quality and value are considered as an introduction to emotional satisfaction and their impact on loyalty through satisfaction mediation has been expressed. Therefore, customers' emotional satisfaction is another factor that affects customer loyalty in service companies. Hence, the customers' emotional satisfaction has been one of the strategic issues in the last decade, and the quality of services and organizational image of customers, determines their level of satisfaction. In other words, the quality of services directly affects customer satisfaction and customer satisfaction levels directly affect its loyalty, and finally high levels of customer loyalty directly affect future customers' buying behavior (3). It means that, customer satisfaction depends on the quality of

services and organizational image and it is possible to increase customer satisfaction by increasing the quality of services. This attitude leads to the customer's commitment, willingness to return, stability of service purchases, expansion of business relations between the customer and the service provider, increasing the customer's tolerance and patience in the face of possible shortcomings in future services, and his positive publicity about the organization. Therefore, the meaning of customer's emotional satisfaction is the mental judgment of consumer's experiences in relation to his expectations or is defined as a customer's feeling or attitude towards a product or service after using it. Customer satisfaction is a strong factor in the development of consumer loyalty, so a company's ability to influence customer satisfaction gives the company the opportunity to influence consumer choice in future purchases. However, in addition to improving the factors of service quality and satisfaction, improving the favorable attitude of customers to the organizational image in sports and sports complexes, makes them re-use the services of the sports complex and even recommend it to others. This is because the organizational image has an important effect on customer satisfaction and loyalty and an understanding of organizational image is a driver of customer loyalty (4). In other words, the customers with a positive and desirable organizational image or attitude to sports complexes or brands tend to have a higher level of satisfaction and loyalty. Therefore, the positive organizational image appears with increasing loyalty to the service provider; in other words, organizational image can be defined as the perception of the reflection of the organization that is evoked in the mind of the customers,

which leads to the customer satisfaction and differentiation of the organization from other competitors. Therefore, the organizational image acts as a mediator in creating customer loyalty and will cause mental reliability and customer satisfaction with the brand and organization. The organizational image is defined as the perception and feeling of an organization in the minds of customers, which is the result of the past and present actions of the company and is considered as a mirror of the company's history of performance regarding the quality of products or services. Ladhari (5) in a study examined the levels of customer loyalty based on the perspective of service quality, emotional satisfaction and image-making of Tunisian banking customers. The results showed that 1- understanding the quality of services had a positive and significant relationship with emotional satisfaction, image, and customer loyalty, 2- emotional satisfaction had a positive and significant relationship with the organizational image and loyalty, and 3- organizational image had a positive relationship with customer loyalty. Understanding service quality, emotional satisfaction and the organizational image are the main drivers of loyalty and communication and emphasizes the role of emotional satisfaction and organizational image as a mediator between the variables of understanding service quality and loyalty and customer relationship. This study also showed that when the emotional and affective dimensions are along with the intended desirable and coordinated cognitive perception, a better understanding of the determinants of behavioral intentions occurs in the banking industry. In a study, Borhani *et al.*, (6) examined the relationship between the organizational image and the brand, service quality and

satisfaction with customer loyalty of Meybod city banking industry. The results showed a positive relationship between organizational image and brand, and customer satisfaction and quality of services to them, indicating that satisfaction has the greatest effect on loyalty and the predictive power [of organizational success] significantly increases with the addition of the organizational image and the quality of services. Ismaili *et al.*, (7), in a study aimed at designing a model to influence the quality of service on loyalty, customer satisfaction and perceived value and immediate customer behavior that the findings of this study show a significant relationship between They have been influential In another study, Ladhari *et al.*, (8) examined the role of emotions in profitable service environments and the effect of emotional satisfaction on product perception and behavioral tendencies. The results showed that positive emotional satisfaction in turn leads to a high understanding of product quality, high recommendation, support intention and probability of purchase. In addition, the perception of product quality has a positive effect on behavioral trends. In another study, Mustafa *et al.*, (9) examined the relationship between service quality, emotional satisfaction and desirable behavioral tendencies in the experience of higher education services. Findings showed that emotional satisfaction mediates the relationship between service quality and desirable behavioral tendencies with high impact factor. A study entitled “The Role of Emotional Satisfaction in Customers’ Behavioral Tendencies in Relation to Quality of Service in the Hospitality Industry” examined a conceptual model of the relationship between quality of service, emotional satisfaction and behavioral tendencies. It showed that there is a

significant relationship between the variables of service quality, emotional satisfaction and behavioral tendencies. In addition, research by White (10), Fatemi *et al.*, (11), Sadeghi *et al.*, (12) Kranias & Bourlessa (13), and Embiale (14) discussed customer loyalty and satisfaction, which had a favorable and significant relationship. As can be seen in the above research, various issues have been raised regarding emotional satisfaction and customer loyalty. However, it seems that in many sports organizations and complexes, the issue of emotional satisfaction has been specifically neglected, and therefore it is necessary for these institutions to identify important, desired and expected factors of customers and put them at the forefront of their work (15). Therefore, considering the high position of sports in the health and welfare of human society, which ultimately plays an important role in the sustainable development of society, the establishment and maintenance of sports complexes with the necessary standards in terms of location, equipment, infrastructure, hardware and software and other physical factors are the most important ways to achieve this valuable goal . In this vein, this study intends to examine the role of service quality and organizational image on the customers’ emotional satisfaction and loyalty in Tehran sports complexes.

### Methods

This research is applied in terms of purpose and a descriptive survey in terms of method. The statistical population of the present study comprised all customers and clients of sports complexes in Tehran in 2017. For this purpose, individuals who referred to Tehran sports complexes (Shahid Boroujerdi, Shohada, Fadak and Yas)

were considered as the sample of study. The population of study included 31,000 people out of which 446 individuals were selected through availability sampling. In structural equations modeling of partial least squares (PLS-SEM), sampling method was used. Finally, out of 446 distributed questionnaires, 204 questionnaires were analyzed. To collect data in the study, Ladhari's (2009) Emotional Satisfaction Questionnaire, Nguyen et al.'s (2001) Organizational Image Questionnaire, Ladhari and et al.'s (2011) Loyalty Questionnaire and Ladhari and et al.'s (2011) Service Quality Questionnaire were used. Totally, there were 29 items on a Likert scale with seven choice options, so that numbers 1 to 7 were considered for completely disagree, relatively disagree, disagree, no idea, agree, relatively agree and completely agree, and number 4 was assigned as the median. Confirmatory factor analysis was used to evaluate the construct validity of the research instruments. The validity of the questionnaire was assessed regarding convergent and divergent as well as content and face aspects. Then, using Cronbach's alpha coefficient, the reliability of the questionnaire was calculated ( $\alpha = 0.85$ ). The statistical data obtained were analyzed using SPSS and PLS software.

## Results

Demographic characteristics showed that most of the sample size (63.2%) was in the age range of 18 to 30. Also, of all individuals in the study, 130 were male and 74 were female participants. Regarding the history of performing exercise activities in the sample of the study, 110 people had more than 3 years of activities, 26 people 2 to 3 years, 38 people 1 to 2 years and 30

people less than 1 year of activities. Regarding the educational level of the participants, 91 people were bachelor which was the highest rank in the sample size. 29 respondents to the research questionnaire attended the sports complex 1 day a week. Also, 42, 68, 55 and 10 people attended two days a week, three days a week, more than three days a week and irregularly in the sports complexes, respectively. 119 participants stated that they became acquainted with the sports complex through a personal search. 74 participants stated that they got acquainted with the sports complex through friends and acquaintances and 11 people through advertisements. The largest number of research sample, i.e., 123 people, mentioned obtaining health and physical fitness as their goal and motivation for choosing a sports complex. 59 people mentioned recreation and entertainment as their goal in choosing a sports complex. Also, 15 people mentioned preparing for the championship as their goal. Besides, 6 people mentioned relaxation and finally one person mentioned communication with people and socialization as their goal in choosing a sports complex. 142 people were not satisfied with the facilities of the sports complex and 62 people, i.e., 30.4% of the research sample, were not sufficiently satisfied with the facilities of the sports complex. The results of Pearson correlation test between the research variables showed that all the relationships in this study were moderate and significant. Meanwhile, the correlation between service quality and organizational image and loyalty and organizational image was the strongest with 0.596 ( $P < 0.01$ ) (Table 1).

Factor loads are calculated by obtaining the correlation value of the indexes of a structure with that structure. According to Haier *et al.*, (2006), if this value is

equal to or greater than 0.5, it confirms that the variance between the structure and its indexes is greater than the variance of the measurement error of that structure and the reliability of that measurement model is acceptable. All factor loads are higher than 0.5. Also, the statistic t-value of all factor loads is higher than 1.96, so factor loads are significant (Table 2).

The value of  $R^2$  is for the endogenous variables of the model.  $R^2$  is a measure of the effect of an exogenous variable on an endogenous variable, and the higher the value of  $R^2$  for the endogenous structures of a model, the better the fit of the model. Chin (1988) introduces three values of 0.19, 0.33, 0.67 as the criterion values for weak, medium and strong values of  $R^2$ .  $R^2$  values of organizational image, emotional satisfaction and loyalty structures are 0.387, 0.390 and 0.430, respectively. Therefore, according to the criterion values, the fit of the structural model is reported as moderate (Table 3). The  $Q^2$  criterion was introduced by Stone and Geiser (1975), which determines the predictive power of the model and is calculated only for structures of reflective type. If the value of  $Q^2$  in the case of an endogenous structure is zero or less than zero, it indicates that the relationship between the other structures of the model and that endogenous structure is not well explained, and as a result, the model needs to be modified. Hensler *et al.*, (2009) set the predictive power of the model for endogenous structures at three values of 0.02, 0.15 and 0.35. According to them, if the value of  $Q^2$  for an endogenous structure is in the range close to 0.02, it indicates that the model has poor predictive power for that structure. Similarly, if it is 0.15, the model has a moderate predictive power of the structure, and if it is 0.35, the model has a strong predictive power of

the structure. The  $Q^2$  values of the organizational image, emotional satisfaction and loyalty structures are 0.244, 0.323 and 0.390, respectively, which indicate strong predictive power of the model (Table 3).

Impact size criterion ( $f^2$ ) was introduced by Cohen (1988) and is used for endogenous structures that are affected by more than one exogenous variable. In this study, only the loyalty variable and the emotional satisfaction variable have this feature. The  $f^2$  criterion determines the intensity of the relationship between the structures of the model. The value of  $f^2$  of the organizational image variable on emotional satisfaction is equal to 0.202, which indicates the moderate intensity of the relationship between these two structures. The  $f^2$  value of organization image on loyalty is 0.080, which indicates a weak impact. The impact size criterion of emotional satisfaction on loyalty is 0.087, which indicates the severity of the weak relationship between these two structures. The  $f^2$  value of service quality on emotional satisfaction is 0.057, which indicates a weak impact; also, the  $f^2$  value of service quality on loyalty is 0.256, which indicates a weak impact between these two variables (Table 4).

**Overall fit of the model:** GOF is the most important measure or index of goodness of fit, which is calculated as follows:

(1)

$$GOF = \sqrt{\text{Communality} \times \bar{R}^2}$$

The closer the value of the index is to 1, the better the quality of the model.

Wetzels *et al.* (2009: 187) introduced three values of 0.01, 0.25 and 0.36 as weak, moderate and strong values for GOF. The GOF index of the research model according to the formula 1 is equal to 0.557, which indicates a strong overall fit of the research model.

$$GOF = \sqrt{0.771 \times 0.403} = 0.557$$

The mediating effect occurs when a third variable, as an intervening variable, intervenes between two other related structures. An intervening variable determines the nature (i.e., existing mechanism or process) of the relationship between two structures. Sobel and Bootstrapping tests are used to determine the mediating effect. The Sobel test compares the direct relationship between the independent variable and the dependent variable with the indirect relationship between the independent variable and the dependent variable that includes the mediating construct. The Sobel test assumes a normal distribution, which, however, is not nonparametric according to the PLS-SEM method. In addition, the parametric assumptions of the Sobel test are usually not true for the indirect effect of P1.P2, because multiplying two coefficients usually leads to an abnormal distribution. For these reasons, research has rejected the Sobel test to evaluate mediator analysis, especially in PLS-SEM studies. In this vein, bootstrapping method was used in this study. Figure 1 shows the results of t-value statistics of the partial least squares structural equation model (PLS-SEM) obtained through bootstrapping. As shown, all factor loads have t- value statistics greater than 1.96, which indicates the confirmation of factor loads. Also, the t- value statistics of path coefficients between variables is higher

than 1.96, which indicates the confirmation of all path coefficients between variables at the level of 0.05.

### Discussion

The study of the service quality of sports complexes in Tehran showed that there is a positive and significant relationship between the services provided by the complexes and the image of the sports complex that remains in mind. Therefore, the first hypothesis is confirmed. The results of examining this hypothesis are in line with studies such as Ziyae and Toutifar Tehranpour (16), as well as Sadeghi and *et al.*, (12) show that there is a positive and significant relationship between service quality and organizational image in sports complexes. Given the results of this research and the findings of all the mentioned researches, although the selected populations are different in each study, our hypothesis can be generalized and be a basis for proving variables in line with the present stud. Regarding the impact of service quality on the sports complexes studied in Tehran, the findings of the study showed that there was a positive and significant relationship between service quality and customers' emotional satisfaction, and hence the second hypothesis is confirmed. The results of this study are in line with the results of some studies (2, 8, 11, 14, 17).

**Table 1: Results of Pearson correlation test between research variables**

	<b>Organizational image</b>	<b>Emotional satisfaction</b>	<b>Loyalty</b>	<b>Service quality</b>
<b>Organizational image</b>	1			
<b>Emotional satisfaction</b>	0.573**	1		
<b>Loyalty</b>	0.596**	0.557**	1	
<b>Service quality</b>	0.596**	0.505**	0.515**	1

**Table 2: Results of factor load and reliability**

Question	Factor load	t-value	Cronbach alpha	Rho	CR	AVE
<b>Service quality</b>			0.891	0.892	0.910	0.504
If you encounter a problem, the sports complex will be eager to solve it.	0.693	15.800				
The staff at the sports complex will tell you exactly when the service will be available.	0.726	16.835				
The staff of the sports complex will provide you with fast and immediate services.	0.728	16.570				
Sports staff are always interested in helping you.	0.707	15.420				
The behavior of the employees of the sports complex builds the trust of the customers	0.696	13.050				
You feel safe interacting with the staff of the sports complex.	0.746	18.323				
The staff of the sports complex always treat you politely	0.711	17.741				
The staff of the sports complex have enough knowledge to answer your questions	0.718	15.968				
The sports complex has staff who pay special attention to you	0.719	19.248				
The staff of the sports complex understand your personal and special needs	0.655	14.259				
<b>Organizational image</b>			0.745	0.797	0.856	0.670
I always have a good image of this sports complex in my mind	0.888	56.657				
This sports complex has a good and proper status in the minds of the visitors	0.910	57.559				
This sports complex has a better reputation and image than other similar complexes in Tehran	0.629	7.902				
<b>Loyalty</b>			1.000	1.000	1.000	1.000
This sports complex is always my first choice	1.000	-				
<b>Emotional satisfaction</b>			0.952	0.954	0.969	0.912
I feel happy to be in this sports complex		89.732				
It is a pleasure for me to attend this sports complex		80.995				
It is delightful for me to attend this sports complex		82.194				

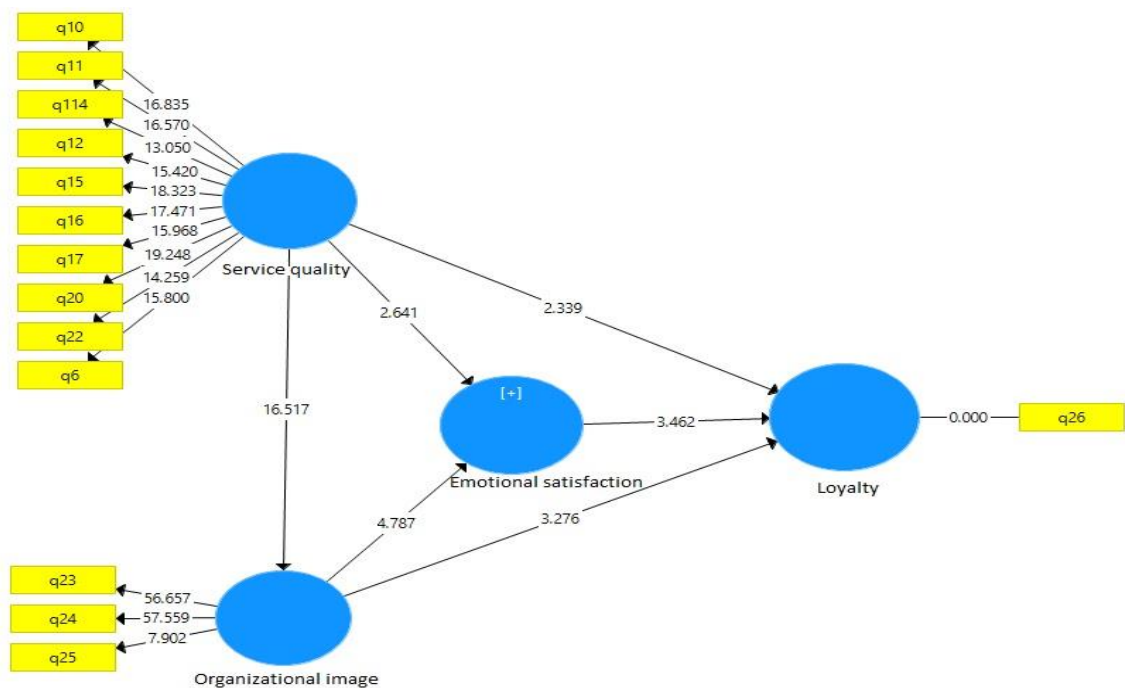


**Table 3: Criterion values for structural model fit**

Variable	R <sup>2</sup>	Q <sup>2</sup>
<b>Organizational image</b>	0.387	0.244
<b>Emotional satisfaction</b>	0.390	0.323
<b>Loyalty</b>	0.430	0.390

**Table 4: f<sup>2</sup> values**

	f <sup>2</sup> value	Status
Emotional satisfaction → Organizational image	0.202	Moderate
Loyalty → Organizational image	0.080	Weak
Loyalty → Emotional satisfaction	0.087	Weak
Emotional satisfaction → Service quality	0.057	Weak
Loyalty → Service quality	0.035	Weak



**Figure 1: t-value statistics**

A study (8) investigated the role of emotions in profitable service environments and the effect of emotional satisfaction on product perception and behavioral tendencies. This study showed the quality of perceived services (reliability, responsiveness, trust and empathy) and the service environment (space and design) both increase positive emotional satisfaction. Positive emotional satisfaction in turn leads to a high understanding of product quality,

high recommendation, support intent and purchasing probability. In addition, the perception of product quality has a positive effect on behavioral trends. Therefore, special attention of sports organizations to creating and providing all kinds of hardware and software facilities for more advanced and appropriate services to consumers proves to be useful for customer positive satisfaction. For this purpose, the managers of sports complexes and organizations can influence people's

attitudes and views through various facilities, tools and methods, such as attractive and diverse designs together with advanced and up-to-date technology. In addition, sports complexes can consider the convenience and access of customers to relevant services by conducting market research to identify customer needs and provide appropriate solutions in meeting the needs of customers. Examining the effect of the organizational image of sports complexes in Tehran showed that there is a positive and significant relationship between the image of these complexes and the emotional satisfaction of customers, and therefore, the third hypothesis is confirmed. Just as the organizational image encompasses objective characteristics, so it encompasses the mental and emotional characteristics of individuals, such as re-desire and emotional satisfaction. These characteristics have also been studied in relation to the clients of Tehran sports complexes, in which the direct relationship between the organizational image and emotional satisfaction has been confirmed, which is consistent with the results of research by Borhani and *et al.*, (6) and Sadeghi and *et al.*, (12). In a study, Ladhari and *et al.*, (5) examined the level of customer loyalty based on the perspective of service quality, emotional satisfaction and image-making of Tunisian banking customers; the results show that: 1- Perception of service quality has a positive and significant relationship with emotional satisfaction, image, and customer loyalty; 2- Emotional satisfaction has a positive and significant relationship with the organizational image, and loyalty; and 3- The organizational image has a positive relationship with customer loyalty. Perception of service quality, emotional satisfaction and organizational image is the main driver

of loyalty and communication, and emphasizes the role of emotional satisfaction and organizational image as a mediator between the variables of perception of service quality and customer loyalty and communication. In addition, whenever an organization makes a positive image, its audience, stakeholders and customers, in general, will consider the behaviors and decisions of that organization as well as their experiences with it positive, and their satisfaction and feelings will be aroused; therefore, sports complexes can satisfy customers by optimizing the quality of services and providing the desired issues. As well as when a mental image is formed in the mind of the customers according to the characteristics and features of the sports collection, it can have a direct and positive effect on the attitudes and emotional satisfaction of customers towards the organization. The findings of this study also show that there is a positive and significant relationship between emotional satisfaction of customers of sports complexes and their loyalty, so the fourth hypothesis is confirmed. The result of this hypothesis are in line with some studies (5, 9, 10, 18- 20). A study entitled "The Role of Emotional Satisfaction in Customers' Behavioral Tendencies in Relation to Quality of Service in the Hospitality Industry" examined a conceptual model of the relationship between quality of service, emotional satisfaction and behavioral tendencies. It showed that there is a significant relationship between the variables of service quality, emotional satisfaction and behavioral tendencies. But the relationship between service quality and behavioral tendencies is indirectly through emotional satisfaction, and foreign guests have higher satisfaction and stronger positive behavioral tendencies to the hotel and real people have

stronger behavioral tendencies to the hotel. Customer emotional satisfaction plays an important role in marketing, and the researchers accept it as a strong determinant of behavioral goal-setting variables such as frequent shopping, word of mouth, and loyalty. Emotions play a major role in customers' choice, as well as their satisfaction. The study of the effect of emotional satisfaction on loyalty has been one of the most important topics in recent years. So today, companies are trying to retain their current customers and increase their share of them, because they have come to realize that the cost of attracting a new customer is much higher than the cost of retaining an existing customer. In another hypothesis, the effect of service quality of sports complex on customer loyalty, has been examined, which shows a positive and significant relationship between them, and therefore this hypothesis is also confirmed. The results of this hypothesis are consistent with some studies (5, 7, 13, 16, 21- 24). In addition, the findings of this study showed that the variables of trust and satisfaction play a mediating role in service quality and loyalty and also have a positive and significant effect on creating loyalty. In the study of (21) the results showed that improving the quality of services can increase customer loyalty. The results also showed that the dimensions of reliability, sympathy, and dependability of service quality have a significant role in increasing customer loyalty. Accordingly, given the results of researchers in service organizations, service quality is one of the most important factors in increasing customer satisfaction and therefore customer loyalty. Therefore, in today's competitive world, customers are the main focus of organizations and sports complexes and their loyalty is the main

factor in gaining competitive advantage of organizations. On the other hand, the findings of this study show that there is a positive and significant relationship between the organizational image and customer loyalty in sports complexes in Tehran, so the sixth hypothesis is confirmed. The results of this hypothesis are consistent with some studies (11, 16, 22, 25, 26). Heidarzadeh and Torabi (27) in a study showed that the organizational image has a positive relationship with customer loyalty. Also, Kim and Lee (25) in a study showed that the organizational image and the quality of services are strong predictors of customer creation and loyalty. In addition, experimental findings showed that the organizational image has the most important role in creating and customer loyalty. The organizational image comprises the perceptions, beliefs, visions and general feelings of the people towards the sports complex. The characteristics of the sports organizational image include structure, variety of products and services, ideology and feelings that each person has about the quality of products. So today, as organizations and systems become more and more complex, many companies pay attention to the importance of customer loyalty and start many activities to improve this feature.

## Conclusion

According to results of present study it appears that knowing the needs and expectations of customers is necessary for two reasons: it provides the customers with an understanding of how to define the quality of products, and also provides opportunities to develop customer satisfaction. Therefore, customers' emotional satisfaction is very important for all

sports complexes and other organizations because it affects the repetition of purchase and word of mouth advertising. In this vein, the findings of this study showed that service quality and organizational image are effective in customers' emotional satisfaction and loyalty.

## Ethical Considerations

### Compliance with ethical guidelines

This article does not contain any studies with human participants or animals performed by any of the authors.

### Funding

Research costs are paid for by researchers.

### Authors' contributions

All authors contribute to the design and implementation of the research, to the analysis of the results and to the writing of the manuscript

### Conflicts of interest

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

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