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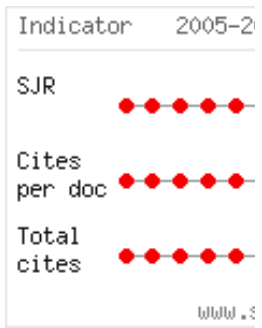
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SPORTS MANAGEMENT SERVICES: THE DIMENSIONS OF QUALITY

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Minguet, Manuel García Freire

[Abstract](#)

The aim of this paper is to

analyze the dimensions of the service quality. Recently, the sports management service focuses on the client. Therefore, this not only includes the quality in the process, but also the consumer's perception of the product. It seems clear the variety of theories based on the paradigm from which measure the approach to service quality. Despite the SERVQUAL has been the main reference for many studies is not enough to measure the quality of sports services. Many authors have sought to measure the quality of service although it appears that base it on the perception of clients was insufficient. On the other hand there are systems of quality management. The most used are the ISO and the EFQM model, although it seemed too rigid and inflexible. It suggests the need

to assess the quality of sports
services, implementing the
dimensions of quality principles
externally or internally.