







Development of a Web-Based Integrated Service Management System to Improve Service Quality and Income Generating at UNY Sports Hall

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Abstract. This study aims to develop a web-based integrated service management system to improve service quality and income generation at the UNY Sports Hall. This study uses research and development methods using the ADDIE model (Analyze, Design, Development, Implementation, Evaluation). The research procedure in the first stage used a qualitative descriptive research design. At the Analyze stage, activities are carried out by collecting information in the form of needs analysis and document analysis. Data collection techniques using the Mendeleey technique, and data analysis using qualitative thematic. The participants in this study were documents and seven experts. Data analysis using the Aiken formula. Based on data analysis, the results of the calculation of validity using the Aiken's V Index obtained results from 10 statement items, it is known that the lowest V score is 0.821 and the highest V score is 0.964. The conclusion of the validity results using the Aiken's V Index by comparing the Aiken's V Index with the V table value. The magnitude of the V table for items assessed by 7 validators with 5 alternative scale options at a significance level of 5% is 0.750. Based on the calculation results, it can be concluded that all 10 items have an Aiken's V Index value greater than V table (>0.750), which means that all items are declared valid.

Keywords: Management, Website, Services, Income Generating, Sports Facilities

1 Introduction

Cases of Covid-19 spread quickly, and the WHO labelled it a global pandemic in March 2020. On March 2, 2020, the President of the Republic of Indonesia proclaimed the first Covid-19 case in Indonesia; there were two confirmed cases at that time. The Indonesian government has since implemented preventative steps to stop further spread. To date, the number of Covid-19 cases reported by Indonesia through the BNPB has surpassed 1 million confirmed cases. The data demonstrates that Covid-19 transmission is still significantly increasing, as evidenced by the rising number of positive cases. The economy is impacted dramatically by Indonesia's high prevalence of Covid patients. Covid-19 has impacted several economic sectors, including trade, service, tourism, and industry. Every person's daily activities always involve self- or family management. The family's requirements are met, and their ultimate objectives are achieved. Management is the process used by the organization to plan, organize, direct, and regulate all of its members' actions and make the best use of the resources at its disposal. The implementation of the planning, organizing, directing, motivating, and controlling processes in the context of an organization whose primary goal is to provide sports or physical fitness activities, products, and services to develop and advance the business is what is meant by sports management. Management is a job activity that entails organizing and overseeing the work of others to fulfil the task at hand.

There are still differences in the definition of management as a process in translation and the way experts define it. Some experts define management as a process. The Encyclopedia of Social Science says that management is a process by which the implementation of a particular goal is organized and supervised [1], [2], Management is the art and science of managing organizational resources to achieve predetermined goals. In the context of sports facilities, corporate resources include time, workforce, finances, and the physical facilities themselves. [3], management is the function of achieving something through the activities of others and supervising individual efforts to achieve common goals. The meaning of management in the Indonesian dictionary has been more uniform now. Several terms are used, such as management, management, and management. Manullang (2012), according to his literature, management has three definitions, namely 1) management as a process, 2) management as a collectivity of people who do management, and 3) management as an art and as a science. Based on the experts' opinions above, management is a leadership activity using all the resources needed to achieve organizational goals efficiently. And is a process carried out by the organization to plan, organize, direct, and control all activities of corporate members to achieve organizational goals. Research by [4], discusses the successful implementation of a web-based integrated service management system to improve the quality of sports facility services and optimize revenue. They found that using technology like this can increase user convenience, improve operational efficiency, and allow better monitoring of facility performance.

The Faculty of Sport Sciences has services in sports facility management to support the tri dharma of higher education. Various sports facility services at FIK UNY are Sports Building, Swimming Pool, Tennis Court, Basketball Court, Fitness Center, Athletic Stadium and Football Field. Sports facility services at the Faculty of Sport and Health Sciences UNY are also directly affected by Covid-19. This can be shown by how income or income value during the pandemic has decreased significantly. In line with a study that found that the interest of users of sports facilities during the Covid-19 pandemic has reduced, which has an impact on decreasing income, [5]. In previous research, one of the recommendations suggested to overcome these problems is to create a web/android-based integrated service system to improve services that impact the income of sports facilities. According to the results of observations, it was found that the UNY sports hall facility services experienced a significant decrease in revenue due to the Covid-19 pandemic. Therefore, the researcher aims to develop a web-based integrated service management system to improve service quality and income generation at UNY Sports Hall.

2 Method

2.1 Study Design

The ADDIE model—Analyze, Design, Development, Implementation, and Evaluation—is used in this study as a research and development methodology. A qualitative descriptive research strategy is used in the initial stages of the research process. At the analysis stage, tasks include gathering information through documents and need analysis. Mendeley data collection methods and qualitative thematic data analysis are used. The initial research data collection technique used Mendeley to collect textbook and journal data from the Pubmed and Google Scholar databases. Then the researcher identified articles based on the research topic, namely the problem of service quality and income generation in sports facilities. After placing pieces, the researchers filtered the papers and selected appropriate articles, with criteria above 2010 and relevant to the topic.

At the Design stage, expert evaluation was conducted to develop a web-based integrated management system to improve service quality and income generation at sports facilities. Participants used seven academic and professional experts. The data collection technique used was Delphi. The data instrument uses a questionnaire with a scale of 1 to 5. Data analysis uses the Aiken formula.

2.2 Instruments

This Development stage is the stage of realizing the integrated management system made in the design stage to become a product that is expertly validated and ready to be tested. The participants in this study were documents and seven experts. Data analysis used Aiken's formula.

The second stage is Implementation and Evaluation. The Implementation and Evaluation step uses two steps: (1) small-scale field trials and large-scale trials. Small-scale participants used ten users of sports facilities, and large-scale used 20 users. The data collection instrument uses a 1 to 5-scale questionnaire. Data analysis uses qualitative. (2) Effectiveness test of a web-based integrated service management system to improve service quality and income generation at UNY Sports Hall was conducted. The number of participants was all users of UNY Sports Hall. The research design used descriptive quantitative. Data collection techniques using a questionnaire instrument of service quality. The data analysis used is the pre-experiment design one-shot case study.

3 Result

This research aims to develop a web-based integrated service management system to improve service quality and income generation at UNY Sports Hall. This research procedure adapts the ADDIE development model, which consists of five stages, including analysis, design, development, implementation, and evaluation. The description of the results of this research is as follows.

a. *Analyze*

The Covid-19 virus outbreak has an impact on various aspects of life, both social and economic [6]–[8], Covid-19 has also impacted individual aspects of the world economy, including the food sector, economic impacts, and impacts on SARS-CoV-2. The world economy, including Indonesia, is currently facing uncertainty. Covid-19 has impacted several economic sectors, including industry, trade, tourism, and services. The government's strategy to stop the spread of the Covid-19 virus by restricting community activities has led to a decline in revenue and even financial losses for several commercial enterprises. Businesspeople, merchants, corporations, and other service providers suffer huge losses.

Covid-19 directly impacts sports facility services at the UNY Faculty of Sport Science as well. The amount of income or revenue indicates a significant fall in revenue during the pandemic. Management tried several things to get the service company back on track. The high prevalence of Covid-19 instances and the government's policy restricting community activities are the needs analysis findings for creating a web-based integrated service management system to enhance service quality and revenue generation at UNY Sports Hall. Almost all social activities, including work, school, and college, as well as physical ones like sports, are constrained by activity limitations. Restrictions on activity have a significant impact on the economy. Covid-19 affects several economic sectors, including trade, service, tourism, and industry. Covid-19 directly impacts sports facility services at the UNY Faculty of Sport Science as well. During the Covid-19 pandemic, users' interest in sporting venues has plummeted. The value of income or revenue from sports facility services at the UNY Faculty of Sports Science has decreased dramatically throughout the pandemic. A compelling service management strategy is required, has competitiveness, and ad-

heres to contemporary standards. One way to enhance sports services and boost revenue is through an integrated web/android-based service system.

The document analysis results, by developing a web-based integrated service management system to improve service quality and income generation at UNY Sports Hall, found that service quality is an effort to fulfil needs, desires, and delivery accuracy in accordance with customer expectations. This means that the quality of services provided by UNY Sports Hall must be able to accommodate the needs and desires of customers. Users of sports services today need fast, precise and accurate information about the sports service facilities offered. Along with the development of information technology today, service users need quick information without coming to the location directly. A web-based service management system is a solution to accommodate these needs.

Web-based service management systems are part of the development of information technology that greatly helps the performance of sports management. [9], [10], Information technology is changing the nature of management practices in sports and how the tools of the current technological revolution can be applied to sports administration. The arrangement of information made appropriately, clearly, interestingly and informatively presented in a web-based integrated service management system can support the smooth running of sports service activities to provide optimal service quality to customers. An expert states that service quality is a condition of performance owned by a company in providing services to customers to provide satisfaction to customers.

Information presented on the web becomes easier and faster to access by anyone. Through the web, sports management can introduce the profile of the services offered in full with various facilities owned. The ease obtained by service users in accessing the information needed regarding the benefits of UNY Sports Hall services is expected to increase interest in using sports services.

Increased interest in sports service users will then be aligned with increased revenue. Using technology as one of the strategies to provide optimal service quality to users of sports services can meet the needs according to the expectations desired by customers. The impact is that more and more service users are utilizing UNY SPORT HALL services. The more users of sports services, the more revenue will increase.

b. *Design*

The design stage is the concept design stage of the web-based information system developed, including analyzing objectives, analyzing subject characteristics, and creating and compiling initial drafts. This research aims to develop a web-based integrated service management system to improve service quality and income generation at UNY Sports Hall and test the extended management system's feasibility and effectiveness to enhance service quality while increasing revenue. Researchers hope that the web-based integrated service management system developed can improve the quality of services to be more advanced by the times and increase revenue.

The general public users of sports facilities, agencies, and organizations with various characteristics are the target topics of users of the web-based integrated ser-

vice management system established in this research. A web-based integrated service management system is accessible to all facets of society, regardless of age or gender.

Researchers created an evaluation tool to evaluate the web-based integrated service management system under development. A questionnaire that experts and practitioners use to assess the product under development served as the basis for the study instrument. Additionally, researchers created observational instruments that practitioners employed in small- and large-scale tests. Researchers created a tool to gauge how well the product increased sales after the study.

The initial draft of the web-based integrated service management system developed in this study consists of 8 menu views containing information that sports service users need. The eight menu views are the home menu view, UNY Sports Hall profile menu view, UNY Sports Hall facilities menu view, UNY Sports Hall venue menu view, UNY Sports Hall tariff menu view, UNY Sports Hall loan flow menu view, UNY Sports Hall event menu view, and UNY Sports Hall location plan menu view. More clearly, the initial draft of the web-based integrated service management system developed in this study is as follows.

c. Home Menu Display

The home menu display is the home page of the developed web. The home menu displays UNY Sports Hall, which includes the full address, telephone number, website and email of UNY Sports Hall. The home menu display has a background picture of a magnificent UNY Sports Hall. In addition, it also describes brief information about UNY Sports Hall, such as the date of inauguration, facilities owned which are of international standard, the use of GOR as a means of developing FIK student studies and a place for sports research. GOR is also often used as a place to hold major events.

Users and Web accesses are more pleasant by the home menu display's attractiveness, crisp photo images, and subdued colour selections. For the benefit of anyone who uses it, information is presented understandably. Users can select a menu option on the display's left side, and there is a news section on the right that is typically updated with the most recent information or announcements from UNY Sports Hall. Users and Web accessors can also view a UNY Sports Hall profile video included with the main menu, further introducing the UNY Sports Hall profile in video format.

d. Display of UNY Sports Hall Profile Menu

The profile menu display contains a brief bio of UNY Sports Hall. It displays the vision and mission of UNY Sports Hall. The image displayed in the profile menu is made to improve the work standards of all components of the UNY Sports Hall organization and foster work ethics and responsibility to work better. The mission display in the profile menu creates productive organizational conditions and guidelines for corporate work activities. For users and Web accessors, the vision and mission display provides information so that users better understand the situation, needs and goals expected to be achieved by the UNY Sports Hall organization.

In addition to the vision and mission, the organizational structure of UNY Sports Hall is also displayed. Displaying the organizational structure makes users and Web accessors better understand the management structure of the UNY Sports Hall organization as additional information if needed. Information is presented clearly to make it easier for anyone who accesses it.

e. Facility Menu Display

The display menu of UNY Sports Hall facilities contains information about the facilities available at UNY Sports Hall. These facilities include sports fields and spectator stands. UNY Sports Hall also provides a room for worship, namely a prayer room. There is also a changing room for players. In addition, UNY Sports Hall also has a large parking lot for visitors or users of UNY Sports Hall.

Images are included in the facility menu display so that users and Web accessors can easily understand the amenities offered by UNY Sports Hall. The facility menu display is produced engagingly, with images to help users and Web accessors understand the content.

f. Venue Menu Display

The venue menu display provides information about the various sports venues in UNY Sports Hall. In this menu display, each forum is described, namely the sand volleyball court, badminton hall, basketball court and sepak takraw court. Each venue display is equipped with a clear image.

The venue menu display is attractive, accompanied by images to provide clear information to users and Web accesses. Most people need to learn about sports venues in UNY Sports Hall. The existence of the Web with the venue menu display provides benefits to increase information for the broader community about the media in UNY Sports Hall. The availability of various kinds of Nevue at UNY Sports Hall can allow users to utilize the sports venue facilities at UNY Sports Hall according to their needs.

g. Tariff Menu Display

The UNY Sports Hall tariff menu display provides information about the contribution rates for each facility available at UNY Sports Hall. Tariff information is one of the most sought-after information needed by users and Web accessors, without having to come directly to the location.

The tariff menu describes the tariff of each sports facility with hourly or daily rates. Rates are clearly defined so users or Web accesses can obtain this information. In addition, there is a tariff classification for general users or UNY with different tariff details. There is also a classification of activity information for events, UNY partners, and prepare events or incidentals with varying tariff points.

The tariff menu is a table that makes it easier for users and Web accesses to read and digest the information presented. The display is clear and accompanied by images to make it more attractive.

h. Display of the Flow Menu for Borrowing UNY Sports Hall Facilities

The facility loan flow menu displays a flow chart for borrowing UNY Sports Hall sports facilities. The flow of borrowing is depicted with a chart to make it easier for users and Web accesses to understand the flow of lending quickly and clearly. The first section contains information on the telephone number of UNY Sports Hall management. In this case, users are welcome to search for information about the availability of existing facilities and schedules. The second section contains the next step, which is to make a loan request letter addressed to the Dean of FIK or the Rector of UNY and can coordinate with the GOR management. The third section contains information management will contact if the licensing process has been completed.

Users will find it simpler to understand the information provided because the borrowing process is presented clearly. The loan flow menu is crucial for new users utilizing the sporting amenities at UNY Sports Hall. The lending flow menu's design is fascinating and complemented by an understandable flow chart to communicate information to users and Web accessors effectively.

i. Event Menu Display

The event menu display provides information about events that can be held at UNY Sports Hall. Events can include sports tournaments, entertainment, and general and special events. Sports tournament events include basketball, volleyball, futsal, badminton and others. Entertainment events include company gatherings, concerts, reunions, exhibitions and others. General events include job fairs, graduations, wedding receptions, and seminars. special occasions like athlete testing.

Images that correspond to the event add interest to how the information is presented in the menu display for the event. Users of sports services can modify events that can and cannot be done at UNY Sports Hall by using the event menu display, which provides information about events that can be hosted there. The accessibility of the material can entice users to take advantage of GOR's resources for holding events that suit their demands.

j. Location Plan Menu Display

The location plan menu display shows the location plan of UNY Sports Hall in the form of a layout image of the building, facilities and other supporting facilities in the UNY Sports Hall complex. The location plan makes it easy for users to know the layout of sports facilities at UNY Sports Hall so that they have an idea even though they have yet to come directly to the location.

The google maps location of UNY Sports Hall is displayed beside the location plan menu, making it more straightforward for users—especially new users—to locate UNY Sports Hall. Users who require information regarding the layout of the sporting facilities at UNY Sports Hall can use the location plan menu display, which features a clear floor plan graphic.

k. *Development*

Experts and practitioners then validated the initial draft of the developed web-based integrated service management system. Validators include professional experts related

to sports management, professionals, experts and practitioners in sports management. The validity calculation uses Aiken's V Index formulation. Content validity using Aiken's V Index can quantify the judgment of the validator in assessing an item so that it can be known what the content validity index of the article is. The results of validity testing using Aiken's V Index on the validation of the initial draft of this study are as follows.

Table 1. Validity Test Results Aiken's V Index

No	Statement	Assessment							Indeks V Aiken
		1	2	3	4	5	6	7	
1	Accuracy of color, image and background selection	4	5	4	5	5	5	5	0,929
2	Clarity of image layout	3	5	5	4	5	5	4	0,857
3	Appropriateness of font selection and font size	3	5	5	5	4	4	5	0,857
4	Language use is easy to understand	4	5	4	5	4	4	5	0,857
5	Appropriateness of application display with information	4	4	5	5	4	5	4	0,857
6	Completeness of information displayed in accordance with information from GOR management	4	5	4	4	5	5	5	0,893
7	The sequence of information presentation in this product	4	5	5	5	5	5	5	0,964
8	Practical information system used by users	3	4	5	4	5	4	5	0,821
9	Ease of operating this information system	4	4	5	5	4	5	4	0,857
10	This information system provides benefits and convenience for users	4	5	5	5	5	5	5	0,964

Source: Data processed 2022

4 Discussions

The lowest V score is 0.821, and the maximum V score is 0.964 based on the findings of the validity calculation using Aiken's V Index, the results of 10 statement items. The validity results obtained using the Aiken's V Index are concluded by contrasting the Aiken's V Index with the value of the V table. For items evaluated by seven val-

icators with five different scale options at the 5% significance level, the amount of the V table is 0.750. According to the calculations, all ten items have Aiken's V Index values that are more significant than those in the V table (>0.750), which suggests they are all deemed legitimate.

The web-based integrated service management system developed is declared valid based on the assessment by expert validators, including the accuracy of color and image selection, clarity of layout, suitability of font selection, language use, application display, completeness of information, the orderliness of information presentation, ease of use and user-friendliness. The validity test was statistically calculated using Aiken's V Index, and valid findings were obtained.

According to [11], service quality is an endeavour to satisfy customer needs and wants while ensuring delivery accuracy to balance consumer expectations. Quality is the level of excellence expected from the control over that level of excellence to fulfil, according [12]. The quality of service is a crucial factor in assessing the quality of a member's service. [11] states that "superior service is defined as an attitude or way of employees in serving customers satisfactorily". The four primary components of quality are speed, precision, friendliness, and comfort. Each employee must possess specific skills, including the ability to communicate effectively, look presentable and well-groomed, be amiable, demonstrate a positive attitude toward their work, and be constantly ready to serve customers.

Two elements influence service quality: (1) Perceived Service occurs when the customer feels that the service they received or experienced was satisfactory and up to their expectations. (2) Expected Service is when the customer's expectations are exceeded, and the quality is thought to be of the highest calibre [13]. This leads to the conclusion that the perception of good service quality is based on the viewpoint or perception of customers rather than the point of view or perception of the service provider. According to some of the perspectives above, a company's performance in providing services to clients in a way that leaves them satisfied determines the quality of its service [10]. Identifies five dimensions that are connected to service excellence. The five dimensions are tangibles, reliability, responsiveness, assurance, and empathy [4]; In order of importance, we identified five factors that determine quality: dependability, responsiveness, assurance, empathy, and form. The idea of service quality offers a tangible notion of service quality. To carry out or pursue its efforts connected to a dynamic, ongoing process of meeting expectations, wants, and needs, service quality is a comprehensive, persistent revolution in transforming the human perspective. According to the "Quality" idea, quality is the highest appreciation for service acts and determines if a service activity is booming.

[14] the idea of service quality is a perception of a comprehensive quality revolution that is considered and develops into an idea that needs to be formalized (formulation) for its application to be tested again (implementation) and evaluated (evaluation), ultimately becoming a dynamic, ongoing, continuous process in achieving customer satisfaction. [15] [16] Customer satisfaction is highly impacted by reliability and empathy, but responsiveness has a negligible impact. The goal is the assumption of delight scaled to the degree of service quality. When offering genuine services, it is essential to understand the standard of service quality and how to market

with it. This is not merely a make-believe tale or invention. According to what is stated [2], service quality needs to be adjusted to a suitable standard, like the ISO (international standardization organization) standard, to be considered a healthy condition for purpose or use, have harmony with specifications, be free of all flaws, create customer satisfaction, have high credibility, and be a source of pride.

5 Conclusion

The validity computation utilizing Aiken's V Index produced findings for 10 statement items based on data analysis; the lowest V score is 0.821, and the highest is 0.964. The validity results obtained using the Aiken's V Index are concluded by contrasting the Aiken's V Index with the value of the V table. For items evaluated by seven validators with five different scale options at the 5% significance level, the amount of the V table is 0.750. According to the calculations, all ten items have Aiken's V Index values that are more significant than those in the V table (>0.750), which suggests they are all deemed legitimate.

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