

The Impact of Community Sports Public Services on Public Satisfaction

Hang Zhang^{1*}

Abstract

Objective: To explore the impact of community sports public services on public satisfaction. **Methods:** Sports public services are public goods or mixed goods provided by public organizations to meet public sport's needs, that is, public departments with the government as the core, provide sports services and products to residents through various ways and means by coordinating, organizing, and allocating social public sports resources. As an essential component of building a service-oriented government, sports public services are of great significance in enhancing people's physical fitness, promoting the construction of social spiritual civilization, and improving people's satisfaction with government public services. Through literature review, various factors affecting public satisfaction with urban community sports public services were explored, and community residents in a certain city were selected as the research object. Based on questionnaire research and factor analysis, empirical tests were conducted on various influencing factors using structural equation modeling. **Results:** Usually, $\chi^2/df < 2$ indicates that the model fits well, and a range of 2-5 is acceptable; The values of GFI, AGFI, NFI, IFI, RFI, and CFI above 0.9 indicate that the model fits well; The value of RMSEA < 0.05 indicates a good fit, while < 0.08 indicates a good fit. The χ^2/df value in this study is less than 2, and GFI, CFI, and NFI are greater than or equal to 0.9. **Conclusion:** The quality of venue facilities construction, convenient conditions for participating in activities, quality of sports service management, and quality of sports activity guidance have a significant impact on public satisfaction with community sports public services in a certain city.

Keywords: Community Sports Public Services, Public Satisfaction, Influence Factor.

Introduction

The emphasis on the transformation and efficiency of public services is a common phenomenon worldwide today and is linked to the effective fulfillment of government responsibilities, maintenance of social equity, protection of citizens' rights, and the reality of sustainable development in a market economy. It has become the largest measure of government efficiency and development level in a country or region. With the deepening of reform and opening up and social development, the popularization and efficiency of public services are increasingly receiving close attention from people. The practice of social development has proven that when a country's per capita increases from US dollars to US dollars, people's demand for public services also rapidly increases (Chien & Thanh, 2022).

Urban community public sports services have both public and social attributes and are a general term for providing various elements such as public sports products and services to community members in specific or other regions. The lean development of urban community public sports services has important practical significance for governments at all levels to implement the spirit of the "13th Five Year Plan" sports documents, improve the quality of public life, enhance the

national happiness index, and many other aspects (Mullins et al., 2021). Existing studies have conducted in-depth discussions on the structural elements, supply models, operational mechanisms, and transformation of government functions of urban community public sports services from a governance perspective. Scholars generally believe that the public's perception and evaluation of service quality will directly affect service supply strategies. In order to further improve public satisfaction, government decision-makers have delegated some administrative functions to a market-oriented social capital system, aiming to form a virtuous cycle mechanism of socialization and centralization of sports services with causal connections (Najimdeen et al., 2021). However, from the current development status of urban community public sports services, the issue of supply-demand contradiction is still prominent. Among them, the main reasons for the lagging development of urban community public sports services in China are incomplete infrastructure, single supply mode, low level of specialization, and insufficient public participation. Although the community itself is an important carrier of community sports participation, community inclusivity also depends on the individual demands and behavioral willingness of different members (Crucke et al., 2022). This means that even though the market-oriented public service sector has to some extent

¹ School of Sociology and Population Studies, Nanjing University of Posts and Telecommunications, Nanjing 210023, China.

Email: annacademic20@gmail.com

*Correspondence: annacademic20@gmail.com

improved public satisfaction, the supply-demand contradiction between service providers and recipients is highly likely to have a negative impact on public trust in the process of socializing urban community public sports services.

So, the question we need to consider in this situation is, besides providing high-quality community sports products and services, what other factors will affect the satisfaction evaluation of community members towards community sports services? Will the satisfaction evaluation of community members transfer their subsequent organizational related behaviors, such as public participation or public trust? At present, there are relatively few mechanistic studies in the field of public sports services based on the interaction between subjective perception and individual behavior (Liu et al., 2022). How to scientifically manage community sports and meet the sports needs of community sports members is particularly important. Practice needs theory to guide, and community sports has increasingly become one of the focuses of Sociology of sport research. With the continuous deepening and widespread application of satisfaction theory research, people also consider the satisfaction of serving the public as an important indicator to measure the performance level of evaluation objects. In community sports services, studying residents' satisfaction has also become a novel idea (Berro, 2021). Strengthening the construction of public sports services and building a sound public sports service system is an important measure to adhere to people-oriented principles, implement the scientific development concept, promote the construction of a socialist harmonious society and create civilized urban areas, and achieve the grand goal of building a moderately prosperous society in all respects. At the same time, it plays an important role in enhancing residents' happiness index and sense of achievement level, strengthening urban management, and building a service-oriented government. Therefore, how to improve the level of urban sports public services, meet the physical exercise and fitness needs of different levels of people, and enable them to enjoy basic public services has become an urgent research topic for urban management departments in China. Based on this, this study takes residents of a certain city as the research object, deeply analyzes the key factors that affect residents' satisfaction with sports public services, and on this basis, proposes targeted policy recommendations, to provide useful reference for the improvement of community sports public service level

Literature Review

Domestic scholars have also conducted relevant investigations and studies on the demand for sports public

services in various provinces, cities, and regions. Al Maaitah, D. A. A. According to the survey results, the job satisfaction of administrative staff is high, which is influenced by gender, with male staff being more satisfied than female staff. The survey results also indicate that employees with shorter tenure have higher job satisfaction than employees with longer tenure. Compared with individuals with higher qualifications and work levels, individuals with lower qualifications and work levels also have higher job satisfaction (Al-Maaitah et al., 2021). Laisak, A. H aims to assess the impact of service quality attributes on customer satisfaction with the service quality provided by trans regional public bus companies in central Sarawak. This study adopts the SERVQUAL model. Through a convenient sampling method, a total of 400 respondents were obtained from cross district public bus users. The average customer satisfaction score is 2.24, which means that customers have lower satisfaction with the quality of shuttle bus services in the central region. The results of multiple regression analysis indicate that service quality dimensions such as empathy, assurance, and responsibility have a significant impact on customer satisfaction (Laisak et al., 2021).

In summary, in recent years, experts and scholars in China have conducted research on public service satisfaction from different perspectives and methods. While achieving certain results, there have also been some shortcomings. For example, many studies still remain at the level of questionnaire surveys and simple data statistical analysis, lacking in-depth and detailed case analysis; Although some studies have constructed satisfaction index models or corresponding evaluation systems, there are problems such as unscientific indicator system construction and method selection. In this paper, when studying the evaluation of public satisfaction in urban community sports services, the influencing factor model of public satisfaction in community services was reconstructed, and the key factors affecting public satisfaction were tested through empirical molecular analysis.

Based on the extraction results of influencing factors, this study proposes the hypothesis that the factors affecting public satisfaction with urban community sports public services are:

H1: The quality-of-sportsservice management has a direct positive impact on the public's perceived satisfaction with sports public services.

H2: The quality of venue facilities construction has a direct positive impact on the public's perceived satisfaction with sports public services (Mills et al., 2022).

H3: The convenience of participating in activities has a direct positive impact on the public's perceived satisfaction with sports public services.

H4: The quality of sports organization has a direct positive impact on the public's perceived satisfaction with sports public services (Ramesh, 2021).

H5: The quality of sports skill guidance has a direct positive impact on the public's perceived satisfaction with sports public services.

H6: The quality of sports information release has a direct positive impact on the public's perceived satisfaction with sports public services.

Research Design and Data Collection

Research Subjects

This study takes the community sports public service system of six districts and A district in a certain city as the research object, and selects residents from some of these communities for investigation and research (Sato, 2021).

Research Methods

Literature Method

The author consulted relevant academic papers, documents, and news reports, and summarized and analyzed the collected literature to understand the current research status and cutting-edge trends in this field, providing a theoretical basis and problem-solving ideas for this study (Zellatifanny et al., 2021).

Interview Method

In the process of receiving sports public services, the public continuously feels the degree to which the quality, function, characteristics, and other aspects of sports products match their own needs. Therefore, the public should have the most say in which factors affect the satisfaction of residents with community sports public services. Based on this, the study conducted interviews with the public. In addition, the study conducted telephone, email, or written interviews with relevant experts on the rationality of questionnaire design, the construction of a community sports public service system in a certain city, and countermeasures (Xiongying & Boku, 2021).

Questionnaire Survey Method

The study also used a questionnaire survey method to collect the necessary data. In order to make the questionnaire more objective, the study explored various factors that affect satisfaction from the perspective of the public's perception of urban community sports public services. Based on the actual situation, the characteristics of various aspects of urban community sports public services that the public can perceive were refined.

Research Process

From May 8 to June 10, 2021, the study conducted face-to-face collective interviews with residents of some communities in Zone 6 and Zone A of a certain city. The interviews were coordinated and organized by the local community neighborhood committee to understand the questions and attitudes related to public satisfaction with community sports public services that the respondents were concerned about, and to further ask and extract important questions and questions that the residents were concerned about (Thammanu et al., 2021). By organizing and categorizing the interview results, and combining with literature, 28 evaluation indicators that may be closely related to residents' satisfaction with community sports public services were identified. By further merging the observation variables with correlation and Multicollinearity, deleting the unrepresentative and imperceptible observation variables, and adding the missing and characteristic observation variables, an initial scale consisting of 24 observation variables was formed, this includes 21 influencing factor indicators and 3 satisfaction indicators, which are divided into: Community site area (X1), community site construction quality (X2), health status in the community site (X3), opening hours of community Sports venue (X4), number of community sports facilities (X5), types of community sports equipment (X6), maintenance status of community sports facilities (X7), management status of community associations in the community (X8), types of community activities (X9), interactive opportunities for the public to participate in community activities (X10) The organization status of community sports competition activities (X11), the distribution status of community venues (X12), and whether participating in community activities is nearby (X13), Community Sports Knowledge Lecture (X14), Sports Volunteer Management (X15), Community Sports Knowledge Consultation (X16), Guidance on Community Sports Skills (X17), Teaching of Sports Skills (X18), Timeliness of Community Sports Activity Information Release (X19), Adequacy of Community Sports Activity Information Distribution (X20), and Communication Status of Community Sports Activity Information (X21); The satisfaction indicators are divided into: meeting one's own expectations (Y1), trust in community sports services (Y2), and no complaints (Y3). The evaluation criteria for the scale are measured using the five-point Likert method, with 1 point representing 'strongly disagree' and 5 points

representing 'strongly agree'. The study conducted a pre questionnaire test from June 20th to July 6th, and based on the results of the pre questionnaire test, modifications were made to address issues such as ambiguity and inappropriate expression, and the final survey questionnaire was determined (Kurniawan et al., 2021).

From July 15 to September 10, 2021, a formal questionnaire survey was conducted. The survey was conducted through community distribution, covering 6 districts in a certain city and 52 communities in Zone A, among them, there are 6 in Zone B, 8 in Zone C, 6 in Zone D, 6 in Zone E, 7 in Zone F, 7 in Zone G, and 12 in Zone A. Due to the complexity of the questionnaire design and the large number of questions, in order to improve the response rate and encourage respondents to fill out the questionnaire more seriously and carefully, the researchers gave small souvenirs to the respondents who were willing to accept the survey as a gesture of gratitude. Among them, 15 were distributed to each community, with a total of 780 distributed. A total of 661 questionnaires were collected, with a recovery rate of 84.74%. In the data preprocessing stage, abnormal questionnaires were screened, and 84 questionnaires with incomplete or clearly filled out data were removed. The final effective sample size was 577, with an effective rate of 87.29% (Cuesta-Valiño et al., 2021).

Table 1

Shows the Eigenvalues and Variance Contribution Rates After Rotation

Factor	Total table of the explained variances		
	Eigenvalue	Contribution rate is /%	The cumulative contribution rate is /%
F1	3.958	18.417	18.417
F2	3.012	14.772	33.189
F3	2.634	12.591	45.780
F4	2.436	11.553	57.333
F5	2.390	11.524	68.857
F6	2.101	10.069	78.926

The factor load matrix was obtained by rotating the influencing factors of the constituent project using the maximum variance method (Figure 1). The first factor has a higher load on site hygiene X3, club association management X8, and sports volunteer management X15, reflecting the impact of sports service management on public satisfaction, and is named as the quality-of-sportsservice management. The second factor has a higher load on community site area X1, site construction quality X2, number of sports facilities X5, and type of sports equipment X6, reflecting the impact of site facility construction status on public satisfaction, and is named the site facility construction quality factor. The third factor has

Empirical Analysis

In order to identify the key factors that affect residents' satisfaction with sports public services, the study first processed the data collected from the survey and extracted public factors using factor analysis methods. On this basis, the extracted factors were rotated using the maximum variance orthogonal rotation method. Finally, structural equation modeling software was used to analyze the impact of each factor on residents' satisfaction with sports public services (Ali et al., 2021).

Extraction of Influencing Factors

The factor analysis was carried out with 21 influencing factors as variables, and the KMO coefficient value of the investigated sample data and Bartlett sphericity test showed that the KMO coefficient value of the sample data was 0.797, close to 0.8, which was very suitable for factor analysis. At the same time, if the associated probability of Bartlett's spherical test is 0.000, which is less than the significance level of 0.05, the null hypothesis that the correlation coefficient is the Identity matrix is rejected, indicating that the variables of the measurement scale are suitable for factor analysis. When conducting factor analysis on the data, the principal component analysis method was adopted, and six factors with eigenvalues greater than 1 were extracted. These six factors can cumulatively explain 78.926% of the overall variance (Table 1).

a higher load in terms of venue opening time X4, community venue distribution X12, and whether the venue is nearby X13, and is named the convenience condition for participating in the activity. The fourth factor has a higher load on the types of activities X9, opportunities for public participation X10, and organizational status X11, and is named the quality of sports organization. The fifth factor has a higher load in physical education knowledge lectures X14, physical education skills consultation X16, physical education skills guidance X17, and physical education skills teaching X18, reflecting factors in the popularization of physical education knowledge and the teaching of physical

education skills, and is named the quality of physical education skills guidance. The last factor has a higher load in terms of timely information release X19, sufficient

information release X20, and information communication status X21, and is named as the quality of sports information release (Schlemmer et al., 2022).

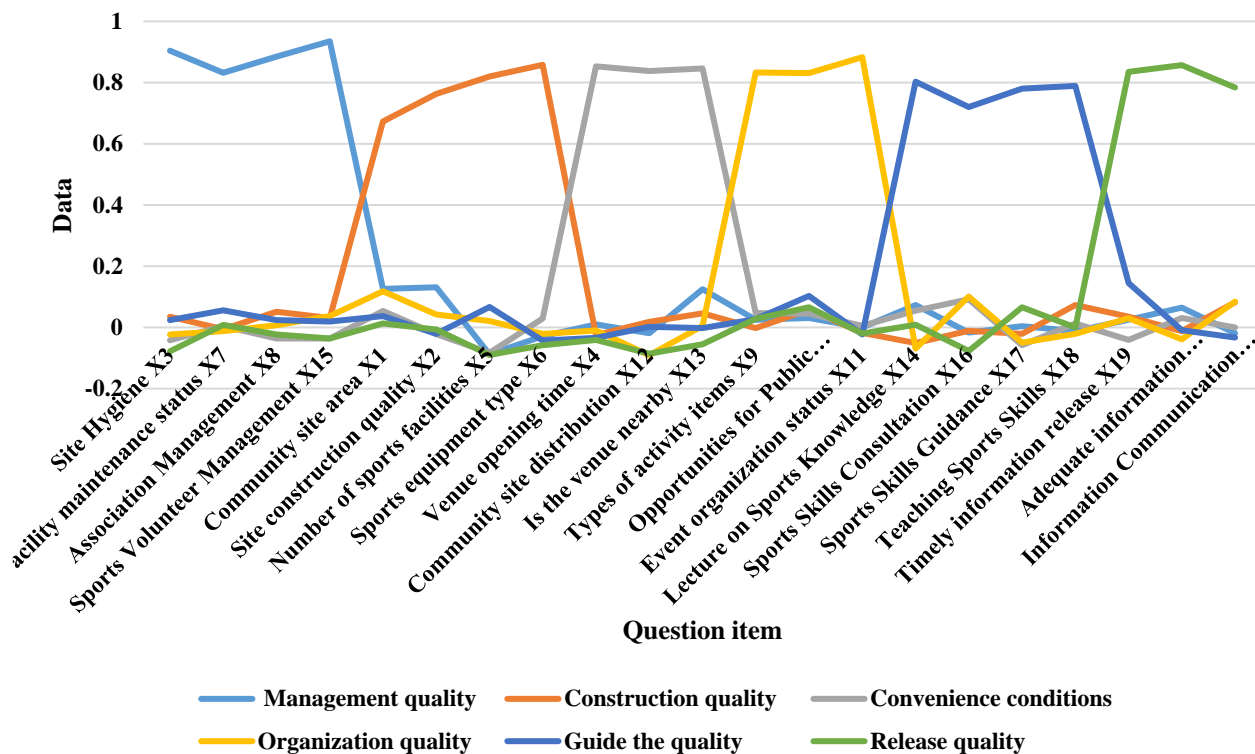


Figure 1: Factor Load Matrix with Orthogonal Rotation of The Maximum Variance.

Reliability and Validity Testing of The Scale

The reliability analysis in SPSS 18.0 was used in the study to test the reliability of the scale. The reliability evaluation indicators include item total correlation and standardized Cronbach's α coefficient. The reliability analysis results (Table 2) indicate that Cronbach's α is 0.782, indicating a high overall reliability of the scale. In addition, the results of Hotel's 2 (<0.001) also indicate that reliability analysis has achieved good results, and the correlation coefficients between each item and the total score in each subscale are between 0.596 and 0.782, while the standardized Cronbach's α coefficients are between 0.779 and 0.865. Since the coefficients of all Latent and observable variables and the project overall correlation coefficients have reached acceptable standards, the consistency and reliability of the scale are high. When testing the structural validity of the model, the study evaluated the significance of the standardized factor load values of each observation variable and the average variance extraction (AVE) of potential variables using LISREL8.70 software. The results show (Table 3) that the coefficients between all observed variables and their corresponding Latent and observable variables have reached a significant level (value >1.96), and the standardized factor load of most measurement

indicators is above 0.7 (generally greater than 0.5), indicating that the measurement indicators of each variable in the model can fully reflect their corresponding Latent and observable variables. The AVE results show that the AVE values of each variable are greater than or close to the standard of 0.5. Combined with the results of exploratory factor analysis, it indicates that the constructed measurement of external dependent variables has good convergence validity. By using the average variance extract AVE to calculate the square root, and then comparing it with the correlation coefficient between these Latent and observable variables and other Latent and observable variables, the average variance extract AVE of each Latent and observable variables to calculate the square root is significantly greater than the correlation coefficient with other Latent and observable variables, which indicates that the model has certain discrimination validity. In addition, the consistency of a set of potential construct indicators can be further tested through calculation based on the standardized factor load value, which is the Composite Reliability test. A CR value above 0.6 indicates that the potential variable has good, combined reliability in the variable. The results showed that the CR values of the six potential variables ranged from 0.7873 to 0.8857, all of which were greater than the threshold standard of 0.6, and

the model combination reliability was also relatively ideal. The fitting index of the measurement model indicates that the values of the normative fitting index (NFI), non-normative goodness of fit index (NNFI), and comparative goodness of fit index (CFI) are all above 0.9. In summary, the reliability and validity results of the scale indicate that the sample data is suitable for further structural equation model analysis.

Structural Equation Model Verification

The goodness of fit (χ^2/df), comparative fit index (CFI), goodness of fit index (GFI), unconventional fit index (NFI), residual square root (RMR) and approximate Root-mean-square deviation (RMSEA) were used to evaluate the fitting degree of the model. Usually, $\chi^2/df < 2$ indicates that the model fits well and is acceptable between 2 and 5; The values of GFI, AGFI, NFI, IFI, RFI, and CFI above 0.9 indicate that the model fits well; The value of RMSEA < 0.05 indicates a good fit, while < 0.08 indicates a good fit. The χ^2/df value in this study is less than 2, and GFI, CFI, and NFI are greater than or equal to 0.9; If both RMR and RMSEA are less than 0.05, it indicates that the model fits well and can be used for the next step of structural model analysis. Figure 2 shows the model estimation results of the relationship between various influencing factors and the public's perceived satisfaction with sports public services. The structural equation model test results indicate that the

quality-of-sportsservice management, venue facility construction, participation convenience, and sports skill guidance have a significant impact on the public's perceived satisfaction with sports public services. However, the quality of sports information dissemination and sports activity organization have not had a significant impact on satisfaction, with H1/H2/H3 and H5 verified, while H4 and H6 not verified. According to the structural equation model test results, the overall impact effect of each factor on satisfaction can be obtained. Table 4 arranges the size of the impact effect of each factor (Kennedy & Kundu, 2022).

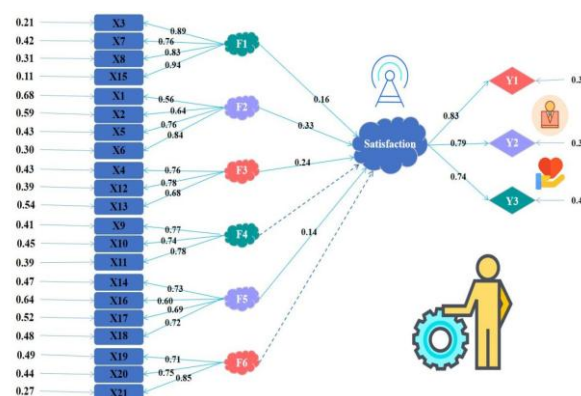


Figure 2: Structural Equation Model of the Factors Affecting Public Satisfaction in Community Sports Public Service.

Table 2

Results of the Sample Reliability Analysis

Variable	Observational Indicators	M (S. D.)	Item-Total Correlation	Cronbach's A.
Quality of Sports Service Management	X3	3.03 (0.977)	0.743	0.865
	X7	3.08 (0.935)	0.723	
	X8	3.38 (0.862)	0.735	
	X35	3.06 (0.934)	0.782	
Construction quality of site facilities	X1	3.42 (0.889)	0.652	0.833
	X2	3.38 (0.790)	0.596	
	X5	3.38 (0.848)	0.763	
Convenience conditions for participating in activities	X6	3.34 (0.799)	0.705	0.779
	X4	3.15 (0.896)	0.613	
	X12	3.15 (0.962)	0.615	
Organizational quality of sports activities	X13	3.23 (0.991)	0.680	0.806
	X9	3.08 (0.935)	0.704	
	X10	3.18 (0.862)	0.664	
Quality of sports skill guidance	X11	3.06 (0.934)	0.636	0.837
	X14	2.93 (0.991)	0.739	
	X16	2.76 (0.907)	0.706	
	X17	3.06 (0.806)	0.719	
Quality of sports information release	X18	2.88 (0.923)	0.697	0.849
	X19	2.89 (0.935)	0.775	
	X20	3.06 (0.862)	0.689	
	X21	2.97 (0.934)	0.657	

Table 3

Results of the Validity Analysis of The Scale

Variable	Observational indicators	Standard factor loading	T-value	AVE	Combined reliability of the CR
Quality of Sports Service Management	X3	0.89	19.97	0.6861	0.8857
	X7	0.76	16.54		
	X8	0.83	18.36		
	X15	0.94	24.97		
Construction quality of site facilities	X1	0.56	11.27	0.5780	0.8106
	X2	0.64	13.21		
	X5	0.76	17.02		
	X6	0.84	18.70		
Convenience conditions for participating in activities	X4	0.76	17.11	0.5623	0.8394
	X12	0.78	16.61		
	X13	0.68	14.34		
	X9	0.77	16.06		
Organizational quality of sports activities	X10	0.64	16.42	0.5941	0.8531
	X11	0.78	17.72		
	X14	0.73	16.18		
	X16	0.60	12.12		
Quality of sports skill guidance	X17	0.69	14.19	0.6047	0.8580
	X18	0.72	15.44		
	X19	0.71	14.92		
	X20	0.65	16.56		
Quality of sports information release	X20	0.65	16.56	0.5122	0.7873
	X21	0.85	18.66		

Table 4

The Overall Effect of Each Factor on Satisfaction

Factor	The Overall Impact on Satisfaction
F2: Construction quality of site facilities	0.33
F3: Convenience conditions for participating in activities	0.24
F1: Quality of Sports Service Management	0.16
F5: Quality of sports skill guidance	0.14
F4: Organizational quality of sports activities	Not significant
F6: Quality of sports information release	Not significant

Suggestions

Conclusion

The public satisfaction of community sports public services is comprehensively influenced by multiple factors. Through the literature review, various factors affecting the satisfaction of public services in urban community sports were explored, and community residents in a certain city were selected as the research objects. On the basis of questionnaire survey and factor analysis, we tested various influencing factors. This study constructs a factor model for the public satisfaction of community sports public services, and empirically tests the overall impact of each factor on the willingness to use. The author's main conclusions are as

follows: 1) Among the six factors, the quality of venue facilities construction and convenient participation conditions have a significant impact on public satisfaction with community sports public services, followed by the quality of sports service management and sports skill guidance; 2) The impact of the quality of sports activity organization and sports information release on public satisfaction with community sports public services has not reached a significant level. The conclusion indicates that the quality of venue facilities construction, convenient conditions for participating in activities, quality of sports service management, and quality of sports skill guidance are the four major factors that affect public satisfaction with community sports public services in a certain city. If we want to improve public satisfaction, we also need to focus on

these aspects. Based on the above conclusions, this study proposes the following suggestions to improve the level of community sports public services in a certain city:

Strengthen the Construction of Sports Venue and Facilities, and Improve the Conditions for People's Sports Activities

Sports public facilities are the material basis and condition guarantee for community residents to exercise. However, the insufficient number or poor conditions of community Sports venue have become a "medium barrier" to the implementation of the Outline of the National Fitness Plan, the development of sports industry and the promotion of sports consumption (Kurniawan et al., 2021). In view of this, governments at all levels should further increase the investment in fitness facilities for residents, speed up the construction of equipment and facilities in community Sports venue, and promote the coordinated development of public fitness facilities and urban construction. Specifically, on the one hand, we need to continue increasing the number of public fitness facilities, and on the other hand, we need to gradually improve the condition of existing facilities, including improvements in equipment, ground, lighting, and other aspects.

Reasonably Arrange Sports Venue and Facilities to Facilitate Community Sports and Fitness Activities

With the rapid development of the social economy, the increasing improvement of living standards, and the increasing amount of leisure time, how to effectively spend leisure time has become the main concern for people after tea and dinner. Moreover, how to conveniently meet the needs of physical fitness and obtain the pleasure of physical fitness has also become a deep desire of the general public. Therefore, when planning and constructing public fitness facilities, it is important to comprehensively evaluate and reasonably position various factors such as population, economy, transportation, environment, energy, etc. In other words, the overall development of a city should be combined with the construction of local public service facilities to facilitate and benefit the public. In addition, we should also actively take effective measures to actively open all kinds of sports venues and facilities at all levels to the public, further extend the opening hours of existing Sports venue and facilities, not only improve the utilization rate of existing Sports venue and facilities, but also facilitate community sports and fitness activities.

References

- Al-Maaitah, D. A. A., Al-Maaitah, T. A. M., & Alkharabsheh, O. (2021). The impact of job satisfaction on the employees turnover intention at public universities (Northern Border University). *International Journal of Advanced and Applied Sciences*, 8(5), 53-58. <https://doi.org/10.21833/ijaas.2021.05.006>

Establish The Concept of Sports Serving the Public, and Strengthen The Maintenance and Management of Sports Venue and Facilities

The establishment of a good operating mechanism is an important guarantee for improving public satisfaction with community sports public services, as running water is not corrupt and household hinges are not worldly. Therefore, the management department of public sports facilities should further establish the concept of serving the public, standardize management concepts, regularly inspect and understand the situation of fitness facilities in the entire area, and promptly eliminate safety hazards of sports and fitness facilities. Specifically, give full play to the advantages of community neighborhood committees, social sports instructors and fitness enthusiasts, set up a volunteer service team for sports fitness equipment patrol inspection, and do a good job in the management and maintenance of outdoor public health facilities according to the maintenance and management system of sports facilities such as "construction - patrol - repair - maintenance", so that sports facilities "remain young", ensure that Sports venue and facilities are in good condition, serve and benefit the general public.

Improve The Training Mechanism for Social Sports Instructors and Enhance The Quality of Community Fitness

Engaging in sports and fitness activities inevitably lead to physical and mental injuries, so community sports and fitness activities require scientific and standardized fitness guidance. In order to enhance public satisfaction with community sports public services, it is necessary to effectively play the positive role of social sports instructors and continuously promote the widespread and in-depth development of national fitness activities. Firstly, urban communities establish social sports instructor service stations, and resident groups establish social sports instructor service points to ensure the healthy and orderly development of social sports guidance work; Secondly, standardize the management of the social sports instructor team, strengthen the construction and professional training of the community sports instructor team, effectively improve their professional level and work ability, and continue to improve public satisfaction with community sports public services.

- Ali, M. F., Kundra, S., Alam, M. A., & Alam, M. (2021). Investigating stress, anxiety, social support and sex satisfaction on physical education and sports teachers during the COVID-19 pandemic. *Heliyon*, 7(8). [https://www.cell.com/heliyon/fulltext/S2405-8440\(21\)01963-0](https://www.cell.com/heliyon/fulltext/S2405-8440(21)01963-0)
- Berro, Z. (2021). The Impact of Public Sector Employee Performance on Citizen Satisfaction: The Case of MEHE. *Technium Soc. Sci. J.*, 22, 619. <https://heionline.org/HOL/LandingPage?handle=hein.journals/techsj22&div=44&id=&page=>
- Chien, N. B., & Thanh, N. N. (2022). The impact of good governance on the people's satisfaction with public administrative services in Vietnam. *Administrative Sciences*, 12(1), 35. <https://doi.org/10.3390/admsci12010035>
- Crucke, S., Kluijtmans, T., Meyfrootd, K., & Desmidt, S. (2022). How does organizational sustainability foster public service motivation and job satisfaction? The mediating role of organizational support and societal impact potential. *Public Management Review*, 24(8), 1155-1181. <https://doi.org/10.1080/14719037.2021.1893801>
- Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., & Loranca-Valle, C. (2021). Sustainable management of sports federations: the indirect effects of perceived service on member's loyalty. *Sustainability*, 13(2), 458. <https://doi.org/10.3390/su13020458>
- Kennedy, E. N., & Kundu, G. K. (2022). The impact of new e-retailer's policy information on post-purchase services towards customer satisfaction. *International Journal of Electronic Marketing and Retailing*, 13(3), 360-389. <https://doi.org/10.1504/IJEMR.2022.123943>
- Kurniawan, M. R., Saputra, Y. M., & Kusmaedi, N. (2021). The Relationship Between Sports Facility Service Quality And Customer Satisfaction Of Gor Saparua. *Competitor*, 13(1), 17-21. <https://doi.org/10.26858/cjpkov13i1.17442>
- Laisak, A. H., Rosli, A., & Sa'adi, N. (2021). The effect of service quality on customers' satisfaction of Inter-District Public bus companies in the Central Region of Sarawak, Malaysia. *International Journal of Marketing Studies*, 13(2), 53-67. <https://doi.org/10.5539/ijms.v13n2p53>
- Liu, H., Tan, K. H., & Pawar, K. (2022). Predicting viewer gifting behavior in sports live streaming platforms: The impact of viewer perception and satisfaction. *Journal of Business Research*, 144, 599-613. <https://doi.org/10.1016/j.jbusres.2022.02.045>
- Mills, M., Oghazi, P., Hultman, M., & Theotokis, A. (2022). The impact of brand communities on public and private brand loyalty: A field study in professional sports. *Journal of Business Research*, 144, 1077-1086. <https://doi.org/10.1016/j.jbusres.2022.02.056>
- Mullins, L. B., Charbonneau, É., & Riccucci, N. M. (2021). The effects of family responsibilities discrimination on public employees' satisfaction and turnover intentions: Can flexible work arrangements help? *Review of Public Personnel Administration*, 41(2), 384-410. <https://doi.org/10.1177/0734371X19894035>
- Najimdeen, A. H. A., Amzat, I. H., & Ali, H. B. M. (2021). The impact of service quality dimensions on students' satisfaction: A study of international students in Malaysian public universities. *IIUM Journal of Educational Studies*, 9(2), 89-108. <https://doi.org/10.31436/ijes.v9i2.324>
- Ramesh, R. (2021). How equal is access to public services? The impact of sociodemographic background on public service delivery in Sri Lanka. *Journal of Developing Societies*, 37(1), 7-29. <https://doi.org/10.1177/0169796X20970882>
- Sato, T. (2021). The Impact on Community Governance from Actual Conditions of Urban. *Impact*, 2021(3), 44-45. <https://doi.org/10.21820/23987073.2021.3.44>
- Schlemmer, P., Stickdorn, M., Kristiansen, E., & Schnitzer, M. (2022). A mixed methods stakeholder satisfaction study of sports events based on the case of the 2016 international children's games. *Journal of Convention & Event Tourism*, 23(1) (pp. 41-62). Taylor & Francis. <https://doi.org/10.1080/15470148.2021.1908921>
- Thammanu, S., Han, H., Ekanayake, E., Jung, Y., & Chung, J. (2021). The Impact on Ecosystem Services and the Satisfaction Therewith of Community Forest Management in Northern Thailand. *Sustainability*, 13(23), 13474. <https://doi.org/10.3390/su132313474>
- Xiongying, N., & Boku, Z. G. (2021). Impact of servant leadership on employee performance in public sectors: The mediating role of employee job satisfaction, commitment, and the moderating role of self-esteem. *International Journal of Science and Business*, 5(5), 44-65. <https://doi.org/10.5281/zenodo.4610120>
- Zellatifanny, C. M., Rumata, V. M., & Sakinah, A. M. (2021). The impact of public information awareness and service towards public engagement. *Jurnal Studi Komunikasi*, 5(2), 439-452. <https://doi.org/10.25139/jsk.v5i2.3477>