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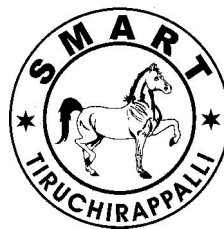
A STUDY OF SATISFACTION ON ATHLETES

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Abstract

The satisfaction of athletes is an important factor because the increase in the level of satisfaction of athletes increases the performance of individuals and also of the team. In this paper, a study on the satisfaction of athletes was carried out among the athletes of a famous school, USHA SCHOOL OF ATHLETICS, Calicut, to ascertain the level of satisfaction of athletes and the factors which influence the total satisfaction of athletes.

1. Introduction

In the last five years, the number of persons participating and practising in athletics has increased in schools and colleges. This maybe due to various factors such as impact of media, more awareness about health care and so on. This has resulted in the emergence of more number of schools/ centers for athletes and sports in India. The success of P.T. Usha, Shiny Wilson, Anju Bobby George, Tintuluka and others in athletics also have made a significant impact on the young school and college children to select their career full time/ part time in athletics. This study was carried out by using the subscales suggested by Harrold Riemer (1962).

Ability Utilization

Satisfaction with how the coach uses and/ or maximizes the individual athlete's talents and/ or abilities.

Strategy

Satisfaction with the strategy related to tactical decision.

Personal Treatment

Satisfaction with those coaching behavior which directly affects the individual and yet indirectly affects the team development. It includes social support and positive feedback.

Training and Instruction

Satisfaction with the training and instruction provided by the coach.

Team Task Contribution

Satisfaction with those actions by which the group serves as a substitute for leadership for athletes.

Team Social Contribution

Satisfaction with how the team contributes to athlete as a person.

Ethics

Satisfaction with the ethical position of teammates.

Team Integration

This refers to the satisfaction of the athlete with members' contribution and co-ordination of their efforts.

Personal Dedication

Athlete's satisfaction with his/her own contribution to the team.

Budget

Satisfaction with the amount of money provided to the team by athletic department.

Medical Personnel

Satisfaction with the team's medical personnel.

Academic Support Services

Provided to athletes at academic level.

External Agents

Satisfaction with those agents/elements outside the organization which may contribute to the team.

As the number of persons participating in athletics and sports has increased, a study on the satisfaction of athletes on various aspects is very important mainly to ascertain the level of satisfaction of athletes in different categories on various aspects, which will help to enhance the level of satisfaction of athletes.

2. Methodology

In order to study the satisfaction of athletes, "Usha School of Athletics", Calicut was selected. There were 125 athletes studying and practising in various events. The questionnaire, developed by Harold Riemer (1998), was used in the study to determine the level of satisfaction of athletes. All the 125 students of the school were administered the questionnaire during the last week of October 2006 and only 102 questionnaires were correct in all aspects. Hence the sample size for the study was reduced to 102. The questionnaire covered 56 questions on various aspects of sports such as individual performance, team performance, ability utilization, strategy, personal treatment, training and instruction, team task contribution, team social contribution, ethics, team integration, personal dedication, budget, medical personnel, academic support services and external agents. To determine the level of satisfaction of respondents, the opinion of the respondent was put under 5 point scaling (score 5 for extremely satisfied, 4 for satisfied, 3 for moderately satisfied, 2 for dissatisfied, 1 for highly dissatisfied)

Simple percentage analysis, average score analysis, factor analysis and multiple regression analysis were used to study the problem under study.

3. Results and Discussion

The univariate analysis indicates that out of 102 sample athletes selected for the study, 56.8% were males, 55.8% were upto 13 years of age, 55.8% were in high school level, 84.3% had no family background in sports, 83.3% had more than 2 members in the family and 82.35% of athletes belonged to the middle income group.

The **Table -1** describes the level of satisfaction of respondents under study on various scales considered through average score. The average score was obtained based on the consolidated opinion of respondents. Further, the value of the co-efficient of variance for individual subscales are also presented to facilitate comparison on the variability.

It is found from the **Table- 1** that the mean satisfaction score of the subscales ranges from 88.4%(M) to 98.53%(F). The co-efficient of variation of all the subscales lies between 3 and 11 which indicates that the level of satisfaction score of the respondent having lesser variation at 3.78 is matched with F with high level of satisfaction (98.53) and the highest variation at0.25 corresponding to M with low level of satisfaction (88.4%). It is inferred that respondents having high level of satisfaction on various aspects varies. It can be further improved /enhanced through various measures.

A multiple regression model using the principle of least squares was also fitted by taking the total satisfaction scores as dependent variable and the individual performance(X_1), team performance(X_2), ability utilization(X_3), strategy(X_4), personal treatment(X_5), training and instruction(X_6), team task contribution(X_7), team social contribution(X_8), ethics(X_9), team integration(X_{10}), personal dedication(X_{11}), budget(X_{12}), medical personnel(X_{13}), academic support services(X_{14}), and external agents(X_{15}), as independent variables. This technique was mainly employed to estimate/predict the level of satisfaction of respondents and also to identify the factors which better explain the dependent variable. The results are presented in **Table-2.** The **Table-2** describes the results of multiple regression analysis in the form of independent variable selected at each stage with its R value (correlation co-efficient), R^2 value (co-efficient of determination), the incremental value of R^2 and the Regression Model.

It is found from the **Table-2** that the variable, team performance(X_2), explains 25.6 %, individual performance(X_1), 22.5%, strategy($X_)$ 16.2% and so on. Among the 15 variables, the variable team performance and individual performance, alone explain 48.1%.

Thus the team performance, followed by individual performance, is considered as a very important factor for the over all satisfaction among the athletes of "Usha School of Athletics', Calicut. The value of total satisfaction score of the school is estimated as 266.94(95%).

4. Conclusion

It is concluded from the study that the estimated level of satisfaction of athletes in Usha School show a high level of satisfaction of 95%, but still there exists low level of satisfaction on some aspects. The study further revealed that the satisfaction with strategy and technical decision made by coach and the contribution of external agents can be further enhanced/ improved. It is suggested from the study that in all situations, the coach has to give more importance to the members of the team in taking strategic decisions which will improve the individual and team performance. If suggestions given in the study are adopted by the school and other members who are directly or indirectly related to the performance of athletes, then no doubt the level of satisfaction of athletes of "Usha School of Athletics', Calicut will reach a new high before they participate in the next Olympics in Beijing in 2008.

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Table -1
Basic Statistics

SUBSCALES	MEAN SCORE	PERCENTAGE	CV
Individual performance	14.25	95	7.15
Team performance	14.10	94	6.38
Ability utilization	24.03	96.12	4.91
Strategy	28.69	95.63	5.57
Personal treatment	24.38	97.52	4.47
Training and instruction	14.78	98.53	3.78
Team task contribution	14.64	97.6	4.37
Team social contribution	14.27	95.13	5.39
Ethics	14.4	96	5.90
Team integration	19.5	97.5	4.30
Personal dedication	19.34	96.7	4.75
Budget	13.26	88.4	10.25
Medical personnel	18.65	93.25	6.38
Academic support services	14.53	96.86	5.09
External agents	17.85	89.25	6.66

Table 2: Results of Multiple Regression Analysis

Dependent Variable	Independent Variable (at each step)	Regression Model	R	R^2	Increment al Value
Total Satisfaction Score (Y)	X_1	$Y = 210.566 + 3.939\,X_1$	0.474	0.225	0.225
	X_1, X_2	$Y = 152.976 + 3.172\,X_1 + 4.86\,X_2$	0.693	0.481	0.256
	X_1, X_2, X_3	$Y = 116.447 + 2.207\,X_1 + 3.649\,X_2 + 2.803\,X_3$	0.774	0.598	0.117
	X_1, X_2, X_3, X_4	$Y = 85.244 + 1.342\,X_1 + 2.833\,X_2 + 2.288\,X_3 + 2.349\,X_4$	0.872	0.760	0.162
	X_1, X_2, X_3, X_4, X_5	$Y = 56.707 + 1.609\,X_1 + 2.743\,X_2 + 1.584\,X_3 + 1.766\,X_4 + 2.447\,X_5$	0.912	0.833	0.073
	$X_1, X_2, X_3, X_4, X_5, X_6$	$Y = 27.221 + 1.533\,X_1 + 2.622\,X_2 + 1.707\,X_3 + 1.696\,X_4 + 1.909\,X_5 + 3.005\,X_6$	0.931	0.866	0.033
	$X_1, X_2, X_3, X_4, X_5, X_6, X_7$	$Y = 18.306 + 1.468\,X_1 + 2.408\,X_2 + 1.805\,X_3 + 1.674\,X_4 + 1.694\,X_5 + 2.945\,X_6 + 1.181\,X_7$	0.934	0.872	0.006
	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8$	$Y = 8.906 + 1.42\,X_1 + 2.184\,X_2 + 1.889\,X_3 + 1.551\,X_4 + 1.572\,X_5 + 2.736\,X_6 + 1.284\,X_7 + 1.35\,X_8$	0.941	0.885	0.013
	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9$	$Y = 4.753 + 1.127\,X_1 + 2.062\,X_2 + 1.738\,X_3 + 1.296\,X_4 + 1.6\,X_5 + 2.345\,X_6 + 1.53\,X_7 + 1.30\,X_8 + 1.606\,X_9$	0.950	0.903	0.018
Total Satisfaction Score (Y)	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, X_{10}$	$Y = 0.253 + 1.06\,X_1 + 1.997\,X_2 + 1.583\,X_3 + 1.221\,X_4 + 1.257\,X_5 + 1.885\,X_6 + 1.118\,X_7 + 1.54\,X_8 + 1.483\,X_9 + 1.623\,X_{10}$	0.958	0.916	0.016
	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, X_{10}, X_{11}$	$Y = 2.027 + 0.094\,X_1 + 2.068\,X_2 + 1.428\,X_3 + 1.107\,X_4 + 1.107\,X_5 + 1.66\,X_6 + 0.91\,X_7 + 1.395\,X_8 + 1.377\,X_9 + 1.584\,X_{10} + 1.088\,X_{11}$	0.962	0.926	0.010
	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, X_{10}, X_{11}, X_{12}$	$Y = 7.57 + 0.769\,X_1 + 1.236\,X_2 + 1.501\,X_3 + 1.131\,X_4 + 0.978\,X_5 + 0.738\,X_6 + 1.141\,X_7 + 1.132\,X_8 + 1.063\,X_9 + 1.634\,X_{10} + 1.367\,X_{11} + 1.582\,X_{12}$	0.987	0.975	0.049
	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, X_{10}, X_{11}, X_{12}, X_{13}$	$Y = 14.316 + 0.731\,X_1 + 1.299\,X_2 + 1.271\,X_3 + 1.132\,X_4 + 1.084\,X_5 + 0.499\,X_6 + 0.985\,X_7 + 1.194\,X_8 + 0.719\,X_9 + 1.36\,X_{10} + 1.274\,X_{11} + 1.436\,X_{12} + 0.794\,X_{13}$	0.990	0.980	0.005
	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, X_{10}, X_{11}, X_{12}, X_{13}, X_{14}$	$Y = 13.723 + 0.881\,X_1 + 1.122\,X_2 + 1.246\,X_3 + 1.011\,X_4 + 0.885\,X_5 + 0.46\,X_6 + 1.059\,X_7 + 0.956\,X_8 + 0.687\,X_9 + 1.101\,X_{10} + 1.04\,X_{11} + 1.327\,X_{12} + 1.001\,X_{13} + 1.402\,X_{14}$	0.994	0.987	0.007
	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, X_{10}, X_{11}, X_{12}, X_{13}, X_{14}, X_{15}$	$Y = -1.22E - 13\,X_1 + 1.000\,X_2 + 1.000\,X_3 + 1.000\,X_4 + 1.000\,X_5 + 1.000\,X_6 + 1.000\,X_7 + 1.000\,X_8 + 1.000\,X_9 + 1.000\,X_{10} + 1.000\,X_{11} + 1.000\,X_{12} + 1.000\,X_{13} + 1.000\,X_{14} + 1.000\,X_{15}$	1.000	1.000	0.013