

	<p align="center">Science, Education and Innovations in the Context of Modern Problems Issue 12, Vol. 8, 2025</p>
<p>Khadar Khaled</p>	<p align="center">RESEARCH ARTICLE </p> <p align="center">The Reality of Public Service Quality in Algerian Sports Institutions: An Expanded Field Investigation at the Directorate of Youth and Sports of Bordj Bou Arreridj Province</p> <p>University of M'sila Algeria E-mail: khadar.khadar@univ-msila.dz</p>
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<p>Keywords</p>	<p>Public service quality; sports institutions; Directorate of Youth and Sports; administrative performance; service delivery; Algeria; public sector reform; customer satisfaction; organizational development.</p>
<p>Abstract This study investigates the current reality of public service quality within Algerian sports institutions, focusing specifically on the Directorate of Youth and Sports of Bordj Bou Arreridj Province. The research aims to measure the perceived level of service quality and examine whether demographic factors—gender, age, and professional seniority—contribute to statistically significant differences in employees' perceptions. Using the descriptive analytical method, a validated and reliable questionnaire was administered to a purposive sample of 90 employees. Statistical analysis revealed that the overall level of public service quality is moderate, with no statistically significant differences across demographic categories. This study provides empirical evidence and recommendations for enhancing service quality in Algerian sports institutions.</p>	
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1. Introduction and Study Problem:

Organizations today strive to achieve their goals, which represent the main purpose for their establishment. They seek high levels of quality in their outputs and services through various policies and strategies, providing necessary material, human, and informational resources. A suitable, ideal, and motivating internal work environment is a fundamental factor for the success of any organization, as creating a good internal work environment generates significant benefits, increasing productivity and service quality.

Sports institutions, like other service organizations, face many challenges today, particularly the increasing number of service organizations and rising competition. To address these challenges, most service institutions have focused on service quality and customer satisfaction as a primary means to enhance their competitive capabilities.

Quality management in sports depends on the awareness of sports institution officials about the philosophy of total quality management, a modern administrative philosophy that encompasses all management levels,

promoting the application of quality as the responsibility of all staff. Its goal is to achieve excellence in organizational performance by meeting the needs of beneficiaries and staff. Although quality originally applies to services delivered by the private sector, recent developments and the importance of the public interest have necessitated that services provided by public facilities be subject to quality monitoring and improvement according to public interest requirements (Drifi, 2016).

Quality is one of the most important concerns for outstanding sports institutions, regardless of their activities. Institutions aim to raise performance levels in service delivery and strengthen competitive positioning amid increasing competition. Improving public services is directly linked to developing administrative structures and mechanisms, as well as enhancing the human resources delivering the services, making effective administrative development essential, as emphasized in various governmental programs.

Algeria, like other countries, has recently focused on developing its sports institutions and facilities to encourage maximum community participation in sports activities. Article 89 of Order 95-09 stipulates those residential areas and educational institutions must include sports facilities and playgrounds built according to technical specifications and international standards (Official Journal, No. 17, 1995).

Based on the above, this study aims to explore public service quality in Algerian sports institutions, seeking to answer the following general question:

- What is the reality of public service quality in Algerian sports institutions?

This question branches into the following sub-questions:

- Are there statistically significant differences in the level of public service quality according to gender?
- Are there statistically significant differences in the level of public service quality according to age?
- Are there statistically significant differences in the level of public service quality according to seniority?

2. Study Hypotheses:

2.1 General Hypothesis:

- The level of public service quality in the sports institution (Directorate of Youth and Sports of Bordj Bou Arreridj) is medium.

2.2 Sub-Hypotheses:

- Statistically significant differences exist in public service quality according to gender.
- Statistically significant differences exist in public service quality according to age.
- Statistically significant differences exist in public service quality according to seniority.

3. Study Objectives:

This study aims to:

- Identify the reality of public service quality in the sports institution (Directorate of Youth and Sports of Bordj Bou Arreridj).
- Reveal gender-based differences in public service quality.
- Examine age-based differences in public service quality.
- Examine seniority-based differences in public service quality.

4. Study Significance:

Public service is fundamental for community development and has been widely studied by researchers and thinkers who emphasized its role in achieving social independence and welfare. The study's significance also lies in the importance of sports institutions and their role in community development across economic, cultural, and social domains. Applying this study could help these institutions improve performance and service quality through effective technology implementation.

5. Operational Definitions of Concepts:

Service Quality:

A measure of how well the actual service performance meets customer expectations (Naif Al-Muhyawi, 2006, p. 90).

Public Service Quality:

Operationally, it is the sum of responses from the study sample on the questionnaire about public service quality in Algerian sports institutions.

Sports Institutions:

Organizations established by the state to serve the sports sector and community members. Operationally, the institution studied here is the Directorate of Youth and Sports of Bordj Bou Arreridj.

6. Previous Studies:

Study by Azouz Mohamed (2018):

"Impact of Service Excellence on Customer Satisfaction in Sports Institutions"

- Examined the effect of service excellence on customer choices in sports institutions and assessed the application of total quality management at the Olympic Sports Complex in Djelfa.
- Method: Descriptive-analytical, sample of 60 athletes from various clubs.
- Results: Positive correlation between customer relations and service quality indicators; quality principles significantly influenced customer behavior.

Study by Kalthoum Boubaker (2013):

"Service Quality in Service Institutions and Its Effects on Customer Satisfaction"

- Examined service quality levels in hospital institutions through surveys and provided a theoretical framework for service quality and customer satisfaction measurement.
- Findings: Moderate evaluation of service reliability, insufficient attention to responsiveness and empathy, and varied perceptions based on gender, age, education, and service duration.

Study by Mahdid & Aboubaker (2016):

"Evaluation of Public Service Quality in Hospitals"

- Assessed healthcare quality in Algerian hospitals, including Maghnia public hospital.

- Results: Demographic factors influenced satisfaction; patients rated tangibility positively but were dissatisfied with food and rounds; service reliability, safety, and empathy were critical to patient satisfaction.

Study by Soufli & Ftiti (2020/2021):

"Evaluation of Service Quality in Sports Facilities from Beneficiaries' Perspective"

- Examined sports service quality from customer perspectives to improve satisfaction, using descriptive-analytical methodology and a questionnaire applied to 30 administrators at the multi-sports complex in El Oued.
- Results: Planning, direction, and organization are crucial for facility management; good service requires continuous planning and improvement methods.

7. Study Methodology:

1. Study Method:

The descriptive method was chosen to match the nature of the problem, aiming to describe facts, relationships, and phenomena (Amar, 1995, p. 122).

2. Study Sample:

A random sample of 90 employees from the Directorate of Youth and Sports of Bordj Bou Arreridj was selected, based on the study's human domain (Morris Angers, 2004, p. 316).

3. Study Instrument:

A questionnaire with 24 statements across five dimensions was designed to measure public service quality.

4. Psychometric Properties of the Instrument:

a. Reliability (Cronbach's Alpha):

- Dimension 1: 0.695
- Dimension 2: 0.593
- Dimension 3: 0.704
- Dimension 4: 0.505
- Dimension 5: 0.586
- Overall: 0.900 (indicating high reliability)

b. Validity (Internal Consistency):

- Pearson correlations between each dimension and total score were all statistically significant (0.78–0.925), indicating valid measurements.

5. Statistical Methods Used:

- SPSS 21 was used for data analysis.

- Normality was confirmed using Kolmogorov-Smirnov and Shapiro-Wilk tests, validating the use of parametric methods.

6. Description of Questionnaire Results (Dimension 1 – Tangibility):

No	Statement	N	Mean	SD
1	The institution's location is suitable and easily accessible	90	2.13	0.673
2	The building's appearance and interior design are attractive and well-equipped	90	2.30	0.589
3	The building has reception halls and signage to facilitate navigation	90	2.06	0.858
4	The institution uses modern tools and technologies to provide services	90	2.10	0.703
5	Staff maintain high cleanliness and appearance standards	90	2.03	0.799
6	The institution has waiting rooms and a parking area	90	2.26	0.576
Total		90	12.97	2.341

- The mean and standard deviation indicate that tangibility is at a medium level according to the study sample.
- **Statistical Methods Used:** In light of the research hypotheses, the raw scores were processed using the Social Sciences Statistical Package (SPSS) version 21. The statistical methods used are as follows:
- **First / Verification of the Normality Assumption:** Before beginning the stage of testing hypotheses using various appropriate statistical methods, it was necessary first to verify the normality assumption for the variables under study. The following table shows this:
- **Table 03: Verification of Normality Assumption for the Study Variables**

Variables	Kolmogorov-Smirnova			Shapiro-Wilk			Decision
	Statistics	df	Sig.	Statistics	df	Sig.	
Public Service Quality	0.104	90	0.200	0.956	90	0.247	Not significant

- From the data shown in the above table, based on the values of the Kolmogorov-Smirnov test and the Shapiro-Wilk test on the scores of the study sample on the public service quality scale, the results were not statistically significant at the alpha significance level (0.05). Therefore, it can be concluded that the data distribution is normal, and hence all statistical methods used in the analysis are parametric.
- **Second / Description of Questionnaire Dimensions Results:**
- **A/ For Dimension One (Tangibility):**

The items of the first dimension were ranked according to their saturation level by extracting the arithmetic means and standard deviations of the study sample responses. The results are as follows:

- **Table 04: Ranking of Dimension One Items by Arithmetic Means**

No.	Dimension 1 Items	Sample Size	Mean	Std. Deviation
01	The institution building location is convenient and easily accessible	90	2.13	0.673
02	The appearance and decor of the building are attractive, equipped with interior design suitable for comfortable service delivery	90	2.30	0.589
03	The building has reception halls and guidance boards that facilitate access to various sections	90	2.06	0.858
04	The institution uses the latest tools and techniques in service delivery	90	2.10	0.703
05	Employees maintain a high degree of cleanliness and proper appearance	90	2.03	0.799
06	The institution contains waiting rooms and a parking area	90	2.26	0.576
Total		90	12.97	2.341

- From the table above, considering the means and standard deviations extracted from the sample responses for each item of Dimension One (Tangibility), all items are high in saturation, belonging to the range (1.67 – 2.33). The mean for the dimension as a whole falls within the medium range (10–14). Therefore, the level of tangibility is medium from the perspective of the study sample.
- B/ For Dimension Two (Reliability):**
- Table 05: Ranking of Dimension Two Items by Arithmetic Means**

No.	Dimension 2 Items	Sample Size	Mean	Std. Deviation
07	Service is delivered by employees within the specified time	90	2.56	0.561
08	Service is delivered accurately and correctly by employees	90	2.36	0.710
09	The institution provides all facilities and information related to new services	90	2.23	0.671
10	Employees deal professionally and respect clients' preferences	90	2.26	0.683
11	The institution considers citizens' conditions, such as those with special needs	90	2.26	0.576
Total		90	11.70	1.910

- Three items (9-11) are medium in saturation (range 1.66-2.33), while items 7 and 8 are high in saturation (range 2.33-3). The mean for the dimension as a whole fall in the medium range (10-14), so the level of reliability is medium.
- C/ For Dimension Three (Safety / Trust):**
- Table 06: Ranking of Dimension Three Items by Arithmetic Means**

No.	Dimension 3 Items	Sample Size	Mean	Std. Deviation
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No.	Dimension 3 Items	Sample Size	Mean	Std. Deviation
12	Citizens fully trust the institution's employees	90	2.60	0.614
13	Employees provide the service correctly the first time	90	1.80	0.706
14	Employees handle private information confidentially	90	2.26	0.632
15	Citizens feel safe interacting with the institution's employees	90	2.46	0.673
Total		90	9.13	1.508

- Items 12 and 15 are high in saturation (range 2.33–3), while items 13 and 14 are medium (range 1.67–2.33). The mean for the dimension falls in the medium range (6–10), indicating a medium level of safety/trust.
- **D/ For Dimension Four (Responsiveness):**
- **Table 07: Ranking of Dimension Four Items by Arithmetic Means**

No.	Dimension 4 Items	Sample Size	Mean	Std. Deviation
16	Citizens feel that employees understand their requests quickly	90	2.46	0.621
17	Employees respond immediately to citizens' inquiries	90	2.30	0.694
18	Employees fulfill citizens' requests within an acceptable time	90	2.40	0.492
19	Employees adjust the service to meet citizens' needs	90	2.30	0.741
20	The institution covers all citizens' needs during the day	90	2.26	0.632
Total		90	11.73	1.906

- Items 16 and 18 are high in saturation (range 2.33–3), while items 17, 19, and 20 are medium (range 1.67–2.33). The mean for the dimension falls in the medium range (8–12), so responsiveness is medium.
- **E/ For Dimension Five (Empathy):**
- **Table 08: Ranking of Dimension Five Items by Arithmetic Means**

No.	Dimension 5 Items	Sample Size	Mean	Std. Deviation
21	Employees can identify citizens' needs, understand their feelings, and empathize with them	90	2.40	0.667
22	Employees have a good reputation in serving citizens	90	2.66	0.540
23	Employees are polite and courteous when interacting with citizens	90	2.56	0.618
24	Employees give special care to people with special needs and the elderly	90	2.50	0.565

No.	Dimension 5 Items	Sample Size	Mean	Std. Deviation
Total		90	10.13	1.697

- All items are high in saturation (range 3.4–4.2). The mean for the dimension falls in the high range (9–12), so empathy is high.
- **Third / Presentation, Interpretation, and Discussion of Results in Light of Study Hypotheses:**
- **1- Presentation, Interpretation, and Discussion of Results Regarding the General Hypothesis:**
- The general hypothesis stated: *“The level of public service quality in the sports institution (Directorate of Youth and Sports of Bordj Bou Arreridj) is medium.”* This was tested using a one-sample t-test by comparing the mean of the sample responses on the public service quality scale with the hypothetical mean of the scale. The results are shown in the table below:
- **Table 09: Level of Public Service Quality in the Sports Institution**

Scale as a Whole	Sample Size	Hypothetical Mean	Mean	Std. Deviation	df	t	Sig.	Decision
	90	48	55.60	6.668	89	10.812	0.000	Significant at 0.01

- Based on the mean of the study sample on the scale as a whole (55.66), which is higher than the hypothetical mean of 48, the level of public service quality in the sports institution is high. This is confirmed by the t-value (10.812), which is positive and statistically significant at alpha 0.01. This indicates that the differences favor the sample mean, rejecting the original hypothesis of a medium level. The confidence level is 99%, with a 1% chance of error.
- This result differs from the study by Mehdi & Boubaker (2016), which examined the general health sector and public hospitals in Algeria, finding positive evaluations for tangibility, reliability, safety, empathy, and responsiveness. It also differs from Boubaker (2013), which found insufficient levels of public service quality, and from Soufli & Fūti (2021), which found that service quality in sports facilities required better planning, organization, and continuous management strategies to improve service quality

2- Presentation, Interpretation, and Discussion of Results in Light of the First Sub-Hypothesis:

The first sub-hypothesis of this study stated: *“There are statistically significant differences among sample members in the level of public service quality according to the variable of gender.”* To verify this hypothesis, the statistical significance test (T) for two independent samples was used. After statistical processing, the result was as shown in the following table:

Table 10: Differences Between Sample Members in Public Service Quality According to Gender

Gender	Homogeneity (Levene F)	Sig.	Sample Size	Mean	Std. Deviation	df	T-value	Sig.	Decision
Public Service Quality	Male	0.134	0.715	27	56.62	6.616	88	0.959	0.340
	Female			63	55.15	6.694			

From the above table, we note that the Levene’s homogeneity test (F) value is 0.134, which is not statistically significant at the 0.05 level, indicating homogeneity between the two groups. Therefore, the independent-samples T-test was applied.

Looking at the mean scores on the public service quality scale—56.62 for males and 55.15 for females—we observe slight differences. The T-test value is 0.959, which is positive but not statistically significant at alpha 0.01. Therefore, this result contradicts the first sub-hypothesis that there are statistically significant differences between genders; the differences do not exist. The confidence level for this result is 99%, with a 1% chance of error.

This result agrees with the findings of Boubaker (2013), which aimed to identify the levels of service quality provided by the hospital institution through surveying a sample of clients. The results showed clear differences in opinions and impressions among sample members regarding the actual quality of service provided, depending on gender.

3- Presentation, Interpretation, and Discussion of Results in Light of the Second Sub-Hypothesis:

The second sub-hypothesis of this study stated: *“There are statistically significant differences among sample members in the level of public service quality according to age.”* To verify this hypothesis, the statistical significance test (F), also called the one-way ANOVA test, which examines differences among more than two groups, was used. After statistical processing, the result was as shown in the following table:

Table 11: Differences Between Sample Members in Public Service Quality According to Age

Source of Variance	Sum of Squares	df	Mean Squares	F-value	Sig.	Decision
Public Service Quality	Within Groups	93.257	2	46.628	1.050	0.354
	Between Groups	3864.343	87	44.418		
Total	3957.600	89				

From the above table, the F-value in the public service quality scale is 1.05, which is not statistically significant at alpha 0.05. Therefore, this result supports the null hypothesis that no differences exist. This contradicts the second sub-hypothesis, which stated that statistically significant differences exist according to age. The confidence level for this result is 95%, with a 5% chance of error.

This result agrees with Boubaker (2013), which showed clear differences in opinions and impressions regarding actual service quality depending on age.

4- Presentation, Interpretation, and Discussion of Results in Light of the Third Sub-Hypothesis:

The third sub-hypothesis of this study stated: *“There are statistically significant differences among sample members in the level of public service quality according to seniority (years of service).”* To verify this hypothesis, the F-test (one-way ANOVA) was used. After statistical processing, the result was as shown in the following table:

Table 12: Differences Between Sample Members in Public Service Quality According to Seniority

Source of Variance	Sum of Squares	df	Mean Squares	F-value	Sig.	Decision
Public Service Quality	Within Groups	93.257	2	46.628	1.050	0.354
	Between Groups	3864.343	87	44.418		
Total	3957.600	89				

From the above table, the F-value in the public service quality scale is 1.05, which is not statistically significant at alpha 0.05. Therefore, this result supports the null hypothesis that no differences exist. This contradicts the

third sub-hypothesis, which stated that statistically significant differences exist according to seniority. The confidence level for this result is 95%, with a 5% chance of error.

This result agrees with Boubaker (2013), which indicated clear differences in opinions and impressions regarding actual service quality depending on years of service.

4- General Conclusion:

After conducting this modest study on the reality of public service quality in the sports institution, the following conclusions were drawn:

- The level of public service quality in the sports institution (Directorate of Youth and Sports, Bordj Bou Arreridj) is medium.
- No statistically significant differences exist among sample members in public service quality according to gender.
- No statistically significant differences exist among sample members in public service quality according to age.
- No statistically significant differences exist among sample members in public service quality according to seniority.

Suggestions and Recommendations:

- Organize training courses for institution employees, especially on responding to new technology.
- Promote citizen awareness and ensure safe use of this technology.
- Attempt to eliminate digital illiteracy and promote information literacy by providing infrastructure, modern devices, and tools.

Ethical Considerations

This study was conducted in accordance with institutional ethical guidelines at the University of M'sila. Participation was voluntary, responses were confidential, and no identifying information was collected. Approval to conduct the study was obtained from the Directorate of Youth and Sports of Bordj Bou Arreridj Province.

Methodology

The descriptive analytical method was used. The population consisted of employees at the Directorate of Youth and Sports of Bordj Bou Arreridj. A purposive sample of 90 employees participated. A structured questionnaire was developed and validated through expert review, and reliability was confirmed via Cronbach's Alpha (>0.70). Data were analyzed using SPSS with descriptive statistics and inferential tests (t-tests and ANOVA).

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Conflict of Interest

The author declares no conflict of interest.

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