

A Survey on the Satisfaction Degree for Sports Instructors' Services in the Aging Society

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Abstract: In the aging society, sports instructors need to provide targeted services and guidance because of the particularity of the service population. In this paper, 337 elderly people aged from 55 to 85 years old were taken as the research objects. The main research methods include the literature review, the questionnaire survey and mathematical statistics. On that basis, this paper analyses different factors influencing the satisfaction degree on social sports instructors, probes into the characteristics and differences of the satisfaction degree of the elderly, and puts forward countermeasures and suggestions accordingly.

1. Introduction

Nowadays, the aging of the population has become a major problem facing the whole world. This trend has seriously affected the development of all aspects of our society and economy. Factors such as changes in the population structure, the declining support capacity and the insufficient social security, as well as health problems of the elderly, all bring serious impacts to China and affect the building of a well-off society in an all-around way. Under that circumstances, how to improve the social state, how to better serve the aging society, and how to meet the needs of the elderly in the new era, become questions worth attention. Sports has become an “important regulator for the aging society to build the national health foundation and relieve the pressure of medical expenditure”.

Social sports instructors refer to those who have technical grade titles, and can provide volunteer and free services to the public. Their services include teaching fitness skills, organizing fitness activities, and publicizing scientific fitness knowledge. As a part of the service industry, social sports instructors play an important role in China's sports industry, especially in the aging society. But guiding policies and measures have not been introduced. Meanwhile, due to the non-profit attribute, these instructors lack service consciousness, and cannot response to the needs of the elderly accurate and timely. Thus, they are unable to provide high-quality sports fitness services, which is not conducive to the healthy development of the sports guidance industry in the aging society.

2. Research Purpose and Significance

At present, there are few studies on the quality of service provided by sports instructors in the aging society. Therefore, this study analyzes the characteristics of people's satisfaction degree on the service of sports instructors in the aging society through a targeted survey, analyzes differences in the service satisfaction degree from the perspectives of gender, age and region. Finally, according to the actual situation of the service, the paper puts forward some suggestions for improvement

3. Research Contents and Program

The main content of this study is to study and summarize literature related to the aging society, social sports instructors and service satisfaction, and to conduct statistical processing as well as analysis on data about the satisfaction characteristics obtained from the on-site investigation, so as to explore and summarize the characteristics of service satisfaction degrees, and put forward

pertinent suggestions in view of specific problems and shortcomings.

The research contents include, describing the general characteristics of respondents, and analyzing the centralized characteristics of differences in the satisfaction degree of respondents. Specific differences include gender differences, age differences and regional differences.

4. Research Methods

4.1 Literature review

The researcher widely collected and consulted more than dozens of papers and documents on the aging society, as well as sports instructors and satisfaction, and read many books such as the Social Sports, the Demography and Statistical Yearbooks. On the basis of summarizing existing documents, the characteristics and rules of the services provided by sports instructors are grasped, which lay a theoretical foundation for the later research.

4.2 Questionnaire survey

In this study, 337 elderly people aged from 55 to 85 years old were selected as subjects from four outdoor sports venues in Dawan District of Guangdong Province.

4.2.1 Interview in the questionnaire survey project

The interview was carried out in order to formulate a scientific questionnaire which could better reflect the characteristics of the satisfaction degree on the services of sports instructors in an aging society. Firstly, two outdoor sports venues in Dawan District of Guangdong Province were selected as the place of interview. The interview was completed from May 2018 to June 2018. Its purpose was to produce some original questionnaire items. In order to better investigate and obtain relevant information in practice, this study adopted the open-ended unstructured interview method. The so-called open-ended unstructured interview method means, there is an outline of the interview, but interviewees can answer non-restrictive questions in his or her own language. This method can give full play to the initiative and enthusiasm of interviewers and interviewees, and broaden and deepen the understanding of problems. The interviewees can fully express their ideas and feelings according to specific conditions, so that interviewers can get more additional information and unique views. Therefore, the open-ended unstructured interview method is very helpful for the generation of the questionnaire items. In addition, this study also analyzed the key points of the interview through the form of two-way interviews, and refined high frequency words and sentences. The so-called two-way interview means to interview the elderly and social sports instructors at the same time. By sorting out the contents of conversations, key sentences obtained in the interviews are summarized and the frequencies of words are counted. These sentences and words can reflect the interviewers' real views and feelings about the sport process. Through interviews with the elderly and social sports instructors, and on the basis of the analysis and explanation of the results from the theoretical level, factors reflecting the service quality of social sports instructors were extracted, and the questionnaire items were determined.

During the interview, researchers should establish a good relationship with the interviewees, encourage them to think and organize their opinions, attitudes and emotions that they had not seriously thought about before, and try to avoid the negative reaction stereotypes of interviewees to the research questions. After the interview, the researcher fulfilled previous commitments and kept the personal information of the interviewees confidential in research papers.

4.2.2 Questionnaire design

After interviews and results analysis, the questionnaire was designed from three aspects. The first part was demographic variables of respondents, including gender, age, region and so on. The second part was the satisfaction survey on services provided by social sports instructors. Four items were designed, which included instructors and the process, the environment, projects as well as effects. Each item was scored by the Likert Scale with 5 grades. That is to say, each statement in the main part of the questionnaire was divided into different levels. The research objects selected the

items according to the real situation, and ticked in the box of alternative answers. The alternative answers were scored as 5 points for “very satisfied”, 4 points for “satisfied”, 3 points for “general”, 2 points for “unsatisfactory” and 1 point for “very unsatisfactory”.

4.2.3 Pre-survey of the questionnaire

In order to make the index system more scientific and improve the reliability and validity of the scale, it is necessary to make a preliminary test on the index after the questionnaire about the service satisfaction for social sports instructors was established. Analysis was based on objective data, so it was necessary to collect data by using questionnaires. A scientific questionnaire is of great significance for data collection and subsequent analysis. The preliminary survey was conducted in July 2018.

4.2.4 Reliability and validity test

The validity test: to ensure that the questionnaire can reflect representative items, the author used the method of logical analysis to analyze the logical validity of items in the questionnaire. The questionnaires were evaluated as four grades: very effective, effective, basically effective and ineffective. In order to improve the reliability of the test, according to the requirements of logical analysis test, relevant experts were invited to evaluate the content validity, the structure validity and the grade measurement validity of the questionnaire. Then necessary modifications and supplements were made according to experts' opinions and suggestions to make the questionnaire more reasonable. For the final questionnaire, experts believed that it was basically effective. It can be concluded that the questionnaire basically meets the requirements of sports scientific research standardization; it has moderate discrimination, as well as reliable content validity, structural validity and rating validity.

The reliability test of this questionnaire was carried out through the retest method. Twenty elderly people were randomly sampled for two measurements. The interval was 14 days. The reliability coefficient of the two measurements was $R=0.79$ ($P<0.01$), which proved the reliability of the questionnaire index system.

4.2.5 Questionnaire distribution and collection

The survey was conducted from August 2018 to September 2018. A total of 370 questionnaires were sent out and 329 were collected, of which 314 were valid. The valid rate of the questionnaires was 95.4%. There are two parts in the questionnaire, including the basic data survey of the research object and the satisfaction survey on the service of social sports instructors.

4.2.6 Mathematical statistics

The original data of this survey were processed by the statistical software SPSS and EXCEL. Descriptive statistics were carried out respectively, so as to study the differences of satisfaction and influencing factors among different groups of elderly people, thus illustrating the characteristics of service satisfaction.

4.2.7 Logical analysis

When wrote this paper, the author combined knowledge of pedagogy, sociology and the results of questionnaire survey to carry out logical analysis. The paper explores factors influencing the service satisfaction degree, as well as the demographic characteristics of elderly people in the process of social sports instructors, so as to provide direction for improving the service of social sports instructors, and put forward corresponding countermeasures and suggestions for improving the satisfaction of the elderly population.

5. Survey Results and Analysis

5.1 Sample component analysis

In this study, 337 elderly people aged from 55 to 85 were selected from four outdoor sports

venues in Dawan District of Guangdong Province as research objects. 370 questionnaires were sent out and 329 were collected, of which 314 were valid questionnaires, and the valid rate of the questionnaires was 95.4%. Analyzing respondents from the perspective of gender: 38.7% of the respondents are males and 61.3% are female. Analyzing them from the perspective of age: 52.4% of the respondents are from 55 to 65 years old, 38.2% are from 65 to 75 years old; 9.4% are from 75 to 85 years old. These research objects are also analyzed from the perspective of regional differences. China is divided into seven regions: North China, Northeast China, East China, Central China, South China, Southwest China and Northwest China. Among the respondents, 10.4% are from North China, including Beijing, Tianjin, Hebei, Inner Mongolia and Shanxi; 21.5% are from Northeast China, including Heilongjiang, Jilin and Liaoning; 8.3% are from East China, including Shandong, Anhui, Jiangsu, Shanghai, Zhejiang, Jiangxi, Fujian and Taiwan; 13.7% are from Central China, including Henan, Hubei and Hunan; and 35.1% are from South China, including Guangxi, Guangdong, Hainan, Hong Kong and Macao; students from the southwest account for 6.7%, including Sichuan, Yunnan, Guizhou, Chongqing and Tibet; students from the northwest account for 4.3%, including Shaanxi, Gansu, Ningxia, Xinjiang and Qinghai.

According to the data analysis of the general characteristics of respondents, there are more elderly women than men in terms of gender. For the aspect of age, people from 55 to 65 years old are the most, followed by people from 65 to 75 years old and people from 75 to 85 years old. From the perspective of regions, the majority of the elderly come from the South, the Northeast and the Central China.

5.2 Analysis on the influence of demographic characteristics on the satisfaction degree of research objects

5.2.1 Difference analysis on the satisfaction degree of research objects with different genders

To carry out the difference analysis on the satisfaction degree of research objects with different genders, independent sample variables were weighted to realize the same number of men and women, and then the data could meet the requirements of the independent sample test and analysis. Then, through the independent sample test and analysis, it was found that in the analysis results of the process factor difference, $T = -4.732$. The result was calculated as 2-tailed Sig. (Significance level of the two-tailed probability) = 0.0000; 2-tailed Sig. (Significance level of the two-tailed probability) < the a value of 0.05. In the results of difference analysis of the environmental factors, $T = -2.514$; 2-tailed Sig. (Significance level of two-tailed probability) = 0.0007; 2-tailed Sig. (Significance level of two-tailed probability) < the a value of value 0.05. In the results of difference analysis of the project factors, $T = -3.733$; 2-tailed Sig. (Significance level of two-tailed probability) = 0.0000; 2-tailed Sig. (Significance level of two-tailed probability) < the a value of 0.05. In the results of difference analysis of effect factors, $T = -4.538$; 2-tailed Sig. (Significance level of two-tailed probability) = 0.0000; 2-tailed Sig. (significance level of two-tailed probability) < the a value of 0.05. The data show that for elderly people with different genders, there are highly significant differences between instructors and process factors, environmental factors, project factors and effect factors. Specifically, instructors and process factors, environmental factors, project factors and effect factors have stronger influence on the satisfaction of female elderly. One possible reason is that women prefer to dance and do sports outdoors. They often have more demands on the project and the environment, and can be attracted by novel sports events, open sports environment and other factors. Social sports instructors can organize square dancing and dance rehearsals, as well as regular group competitions to effectively improve the satisfaction of elderly women.

5.2.2 Difference analysis on the satisfaction degree of elderly people at different ages

In the difference analysis of factors influencing the satisfaction degree of the elderly at different ages, the data were analyzed through the variance analysis. In this case, the independent variables were different ages; the independent variables were determined as nominal variables, i.e. categorized variables; the dependent variables were fixed distance variables in the digital range of

1-5. The above conditions meet the data requirements of One-Way ANOVA. Therefore, the researcher carried out one-way ANOVA analysis. In the results of difference analysis of different ages on environmental factors, project factors and effect factors, the calculated Sig. values were less than the a value of 0.05, which showed that there were significant differences in the impacts of environmental factors, project factors and effect factors on the satisfaction of the elderly at different ages.

In order to further study the relationship between age and these three factors, the least significant difference method in one-way ANOVA was used to compare the mean deviation matching groups of different ages affected by environmental factors, project factors and effect factors. The results show that environmental factors have a stronger impact on the satisfaction of the elderly people aged from 65 to 75; project factors have a stronger impact on the satisfaction of the elderly people aged from 55 to 65; effect factors have a stronger impact on the satisfaction of the elderly people aged from 75 to 85. This shows that people aged from 55 to 65 pay more attention to the diversity of sports events; the elderly aged from 65 to 75 pay more attention to the comfort of sports environment; the elderly people aged from 75 to 85 pay more attention to physical fitness and longevity.

5.2.3 Difference analysis on the satisfaction degree of elderly people from different regions

In the difference analysis of factors influencing the satisfaction degree of the elderly from different regions, the same method of variance analysis was used to analyze the data. The independent variables were different regions; the independent variables were determined as nominal variables, i.e. categorized variables; the dependent variables were fixed distance variables in the digital range of 1-5. The above conditions meet the data requirements of One-Way ANOVA. Therefore, the researcher carried out one-way ANOVA. In the results of difference analysis of different regions on instructors, environmental factors, project factors and effect factors, the calculated Sig. values were less than the a value of 0.05, which showed that there were significant differences in the influence of process factors and project factors on the satisfaction of the elderly from different regions.

In order to further study the relationship between different regions and these two factors, the least significant difference method of one-way ANOVA was also used to compare the mean deviation matching groups of instructors from different regions affected by process factors and project factors. The results show that instructors and process factors have a stronger impact on the satisfaction of the elderly from the northeast, and project factors have a stronger impact on the satisfaction of the elderly from South China.

6. Conclusion

The researcher carried out a targeted survey to study factors influencing the satisfaction degree of people on social sports instructors. On that basis, the article analyzes features and differences of the satisfaction degree of the elderly, and puts corresponding suggestions, hoping to provide reference for the development of the sports instruction industry of China.

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