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ORIGINAL RESEARCH

Content Analysis of the Theses Done on Service Quality in Sports (2005-2017)

Abstract

In this study, between the years of 2005-2017, a content analysis was made on the postgraduate and doctoral theses related to the subject of service quality in the area of sports sciences, recorded in the database of Turkey National Thesis Center of Council of Higher Education and identified that it is accessible. 17 postgraduates and 7 doctoral theses, included in the scope of the study were examined according to "the university, in which it was done; publication year; concepts and words used in keywords; sector, in which the study was carried out; number of page; sort of study; study model, number of sample; sort of data collecting instruments; data analysis method; and sort and actuality of resources". For this aim, MAXQDA qualitative data analysis program was utilized. As a result of the study, it was identified that the most theses were made in Gazi University; that at the postgraduate and doctoral level, sort of quantitative study was mostly preferred; that service quality was frequently used in the names and keywords of the theses; and that they were descriptive studies, mostly carried out by receiving the views of customers of sports businesses of private sector. In addition, it was found that scanning design was preferred in most of the postgraduate and doctorate; that the surveys or Likert type of scales were used in the theses; that in generalized sub-dimensions, quality of physical environment was dominant; that the scale "An Instrument for Evaluating Service Quality of Health/Fitness Clubs (SQAS)" was used the most; that statistics t-test and variance analysis was mostly used; that it was worked on 500 and over samples; and that the actual and foreign resources were dominant.

Keyword: research trends, service quality in sports, content analysis, graduate theses.

INTRODUCTION

In parallel with the presentation of sport services in the world, a change is experienced in the approach of service quality in sports. As a result of this change experienced, in Turkey, in both public sport businesses and private sport businesses, the importance of service quality increases every passing day. In today's conditions, in selections of sport services, each element of service quality has an importance. At the present time, when the products having the same features are sold in the same value, service quality is seen as important indicator of making product different.

At the present time, when a thousands of messages are exposed by mass media and there are a number of products similar to each other to meet the same need, being able to make human being happy or to fulfil its desire have considerably become difficult. For all of reasons, in sport businesses of today, in being able to successfully execute businesses, the problems related to service and service quality are accepted to be important. In other words, the studies carried out, important study theories, and findings have revealed an important point in service quality. This is related to better interpreting all dimensions to provide to be appropriately understood the quality of service a sport business presents to customers determining its success. Certainly, there are a number of studies on service quality in sports: Gençer, 2005; Ceyhun, 2006; Uçan, 2007; Salman, 2008; Tüfekçi, 2010; Yüzgenç, 2010; Salahoğlu, 2010; Savaş, 2012; Demiray, 2012; Yiğit, 2013; Barsbuğa, 2013, Çevik, 2013; Demirel, 2013; Özkan, 2013; Güçlü, 2013; Öztürk, 2014; Yaşar, 2014; Eraslan, 2014; Acar, 2015; Akkoyun, 2015; Duygulu, 2015; Solak, 2015; Erdoğan, 2016; Gevezoğlu, 2017. Each study studied the different aspects of service quality. These studies were carried out in different areas such as recreation, stadium, fitness, and sport tourism. But a study combining all of these studies were not focused on. In the light of this information, the studies of content analysis, which are study syntheses having an important role in becoming widespread the studies and shaping the next studies, policies, applications and public perceptions (Suri, & Clarke, 2009; cited by Çalık, & Sözbilir, 2014), will provide a great benefit in the areas and subjects determined.

Until this time, many studies were carried out on content analysis in the different areas and disciplines. With the studies carried out on the subjects determined, easiness can be provided about the deficiencies in the literature of the area and subjects the researcher will go towards. Additionally, how many studies are carried out on the subject determined, which subjects are given weight to, and the studies are conducted on which areas are introduced. While the deficiencies and gaps are identified, an important contribution can be made to the relevant literature in terms of the qualities and usability of the studies conducted (Kanlı et al., 2014). For this purpose, indicating what the tendencies or deficiencies in the national and international articles, papers, and postgraduate theses will guide to the new researchers.

In the recent years, in the literature of the area, a number of studies examining postgraduate and doctoral theses in the different disciplines directed to identifying the tendencies of scientific studies in Turkey have been carried out (Özbey, & Şama, 2017; Kozikoğlu, & Senemoğlu 2015). The number of the studies, directed to examining postgraduate theses, carried out generally in the area of sport sciences and specifically in the area of service quality in sports, is relatively less. Bal (2016) evaluated 1624 papers taking place in Congress Books of International Sport Sciences in terms of the study subject, sort of study, the number of author, and statistical method used. According to the results of the study, it was reported that in the papers presented in international congresses of sport

sciences held by Association of Sport Sciences in Turkey, more studies were carried out on psychosocial area in sports and sciences of movement and training, among the main areas of sport sciences but the studies at adequate level were not carried out on the other areas; that there were mostly quantitative studies on the subjects worked on; that the studies were multiple- authors (three and more) studies; and that in the statistical methods used, multiple –variable tests and tests directed to examining the relationships were less used.

It is seen that the research subjects of the studies carried out in many areas and examining postgraduate or doctoral theses were evaluated by the method of content analysis in terms of the qualities, quantities, methods of the studies and techniques used and, thus, that the tendency in a certain area were tried to be identified. It is considered that just as the data obtained give direction to the studies of sport sciences and that the studies of sport sciences will also make important contributions to developing publication policies.

It can be sad that postgraduate theses having important place in the studies of sport sciences in Turkey make an important contribution to the studies of sport sciences. In this stage, it is necessary to see what sort of tendency the postgraduate and doctoral theses on service quality in sports shows and which data they provide for the area of service quality regarding the structures such as the subject, method, and content. In this sense, for evaluating the studies carried out on this area in a comprehensive and holistic way, it can be said that such a study is needed. In addition to this, the results of the studies at the present tine are very important in terms of understanding the nature of the next studies on service quality. It is thought that this study can make a contribution to full understanding the phenomenon of "service quality in sport", which are not fully become clear in Turkey.

METHOD

In this study, in which qualitative design study method was used, document review method was also utilized. In qualitative studies, content analysis is used to make document review. Content analysis is a systematic process for defining content communication (Merriam, 2013). Content analysis is to bring together the data similar to each other in the framework of certain concepts and themes and interpret these by arranging in the way the reader will understand. The main aim in content analyses carried out in the studies is to reach the concepts and relationships that can account for the data collected. For this aim, it is necessary to first conceptualize the data collected, later arrange them in logical way according to the emerging concepts and identify themes explaining the data according to this. A concept takes us to themes, and we can arrange phenomena better thanks to concepts and make them more understandable (Yıldırım, & Şimşek, 2006). Document review covers analysis of written materials containing information about the phenomenon and phenomena targeted to be studied. Documentary analysis provides visible records to researchers upon that participant examine the documents belonging to them or directed to the subjects concerning them (Creswell, 2013). Documents are important information resources that are necessary to be effectively used in qualitative studies. In this sort of studies, researcher can obtain the data he/she needs without needing to make observation and interview. In this sense, document review will provide savings in terms of budget and time (Yıldırım, & Şimşek, 2006).

Universe and Sample

The universe of the study consists of the theses carried out between the years of 2005-2017 in the area of all sport sciences and reached through the keywords of sports, sport

centers and service quality by using search engine of Turkey National Thesis Center of Council of Higher Education (CHE). The sample of the study consists of 17 postgraduates and 7 doctoral theses, whose full texts can be electronically accessed in the area of sport sciences, which are open for accessing in the range of the relevant years, and which include the keywords determined.

Researchers must check originality of documents they reached in document review. The documents obtained were reached through internet page of Turkey National Thesis Center of Council of Higher Education, and marking tag of the studies can be reached through this page. Also, these documents collected were examined by two researchers, who are specialists in their areas, and it was identified that they were original studies that is compatible with the study subject. These researchers also examined the studies in terms of validity and reliability.

Validity and Reliability of the Study

One of the important criteria that is necessary for the categories formed to include is to identify that two documents used for the same purpose can reach the similar results. This case can be provided with coding reconciliation. Reconciliation of encoders is simply the rate of units having the matching explanations (Hayes, & Krippendorff, 2007). This case depends on that the compliance between two encoders conform with each other at an acceptable level. Therefore, coding was made by two specialists through the same document. In coding reliability, in order to identify between encoders, compliance percentage was derived by MAXQDA Program. Coding reliability is at acceptable level (Gisev et al., 2013; Hayes, & Krippendorff, 2007).

Data Analysis

Using search engine of National Thesis Center of Council of Higher Education, the theses related to service quality in the area of sport sciences were evaluated by means of document review. In the scope of evaluation, the feature of word processor of MAXQDA 13.3, qualitative data analysis program.

FINDINGS

Table 1. Distribution of Postgraduate Theses according to the Years

Year	Doctorate (n)	Postgraduate (n)	Total
2005	1	-	1
2006	1	-	1
2007	1	-	1
2008	1	-	1
2009	-	-	-
2010	-	3	3
2011	-	-	-
2012	1	1	2
2013	1	6	7
2014	1	1	2
2015	-	4	4
2016	-	1	1
2017	-	1	1
Total	**7**	**17**	**24**

In the content analysis of postgraduate theses, which was carried out in Turkey, related to service quality in sports, coding intensities ıf the data in the following tables were

identified. In this framework, coding intensities belonging to postgraduate theses were presented below.

When Table 1 is examined, it is seen that the theses carried out related to service quality in sports were completed with maximum 7 theses in total in the year 2003. This case is in the same way with 6 theses at postgraduate level. While observing that the theses between the years of 2005-2008 were completed at doctoral level, it was observed that this intensity decreased a little after 2012 and that there was an increase in postgraduate theses as well. In addition, when Table 1 was examined, it was observed that the intensity in theses subjected to content analysis was in postgraduate theses.

Table 2. Distribution of Postgraduate Theses according to Their Methods

Method	Doctorate (n)	Postgraduate (n)	Total
Quantitative	7	16	23
Qualitative	-	1	1
Mixed	-	-	-
Total	**7**	**17**	**24**

When Table 2 is examined, almost all of postgraduate theses (16 pieces) carried out related to service quality in sport and all of doctoral theses (7 pieces) used quantitative method. 1 postgraduate thesis used qualitative method. In postgraduate tresses, mixed method was not preferred at all.

Table 3. Distribution based on Sample Size Frequently Studied in Postgraduate Theses

Sample Size	Doctorate (n)	Postgraduate (n)	Total
101-200	-	3	3
201-300	-	5	5
301-400	1	-	1
401-500	1	3	4
501 and over	5	5	10
Total	**7**	**16**	**23**

When Table 3 is examined, it is seen that the sample size of theses carried out related to service quality in sport are intensively 501 and over. Due to the fact that most of the theses are quantitative, in general, it is seen that it is studied with the samples of 501 and over. It can be said that this case is positive.

Table 4. Distribution of Postgraduate and Doctoral Theses According to Universities

Universities	Doctorate	Postgraduate	Total
Gazi University	3	3	6
Selçuk University	-	2	2
Bahçeşehir University	-	2	2
Dumlupınar University	-	2	2
Balıkesir University	-	2	2
Abant İzzet Baysal University	1	1	2
Marmara University	2	-	2
Ege University	1	-	1
Anadolu University	-	1	1
Maltepe University	-	1	1
Beykent University	-	1	1
Karadeniz Teknik University	-	1	1
Fırat University	-	1	1
Total	**7**	**17**	**24**

According to Table 4, when the distribution of theses carried out related to service quality in sports is examined according to the universities, in both postgraduate (3 pieces) and doctoral (3 pieces) theses, it is seen that the most studies are completed in Gazi University.

Table 5. Distribution of Postgraduate Theses According to the Cases of Using the Existing Scale or Developing Scale

Data Collecting Instrument	Doctoral (n)	Postgraduate (n)	Total
Existing Scale	3	13	16
Developing Scale	4	3	7
Qualitative Descriptive Analysis	-	1	1
Total	**7**	**17**	**24**

According to Table 5, when the distribution of the theses carried out related to service quality in sports is examined, based on the cases of scale development, it is seen that the studies using the existing scale is predominant in postgraduate (13 Pieces). In doctoral studies, it is seen that scale development is predominant (4 pieces). Only one study used qualitative measurement as a measuring instrument in postgraduate.

Table 6. Distribution of Measuring Instrument of Postgraduate Theses According to the Sectors They Were Applied

Data Collecting Instrument	Doctoral (n)	Postgraduate (n)	Total
Private	7	11	18
Public	-	5	5
Private and Public	-	1	1
Total	**7**	**17**	**24**

When Table 6 is examined, it is observed that the most study in both postgraduate (11 pieces) and doctoral theses (7 pieces) was intensively applied to the sample of private sport businesses.

Table 7. Distribution of Postgraduate Theses According to the Concepts Used in Keywords

Keywords	Postgraduate Theses
Service Quality	21
Other	16
Fitness Centers	10
Perceived Quality of Service	7
Satisfaction	6
Sports	5
Recreation	4
Local Governments	4
Expectation	3
Customer	2
Animation	2
Healthy Life and Sport Centers	2
Total	**24**

When Table 7 is examined, it is seen that the most used concept in the theses carried out related to service quality in sports is service quality (21 pieces). In classification of keywords, the words containing the affixes not modifying the meaning of word and word groups expressing the same meaning were evaluated in the same category (Fitness studio covers the words such as fitness center, sport center, and sport business). If coding that is less than 2 pieces was made to any concept, it was coded as "other".

Table 8. Distribution of Postgraduate Theses According to the Frequently Encountered Concepts in Their Names

Frequently Encountered Concepts	Postgraduate Theses
Service Quality	18
Examining /Researching /Evaluating	13
Other	9
Sport Businesses	7
Perceived Quality of Service	7
Fitness Center	7
Sample of ….province/Sample	7
Local Government	4
Recreation	4
Satisfaction	4
Expectation	3
Customer	3
Football Club	3
Perception	3
Total	**24**

When Table 8 is examined, Service Quality was used the most (18 pieces) in the frequently taking place in the titles of the theses subjected to systematic examination, the concepts that are less than 3 coding were coded as "other". According to Table 8, the expressions giving information about the quality and broadness of the study carried out (examining, researching, evaluating) are frequently encountered.

Table 9. Distribution of Generalized Sub-Dimensions of Graduate Theses

Sub- dimensions of Scale	Pcs
Quality of Physical Environment	30
Quality of Interaction	25
Quality of Program	18
Quality of Environmental Conditions	10
Quality of Output	9
Other	6
Total	**98**

In Table 9, when the sub-dimensions of almost all of the theses carried out related to service quality in sports are examined, the sub-dimension having the most intensity value (30 pieces) is quality of physical environment. In postgraduate theses, sub-dimensions were categorized as quality of physical environment, quality of interaction, quality of program, quality of environmental conditions, and quality of output. The dimensions that are not able to be associated with these dimensions were coded as "other".

Table 10. Distribution of Postgraduate Theses According to the Scales used

Scales	Postgraduate	Doctorate	Total
SSQRS	2	-	2
STHKÖ	-	1	1
SQSFC	1	-	1
OSTYSK	1	-	1
SERVQAL	2	1	3
SQAS	6	3	9
AHKÖ	-	1	1
SFM-HKÖ	4	1	5
Qualitative Measurement	1	-	1
Total	**17**	**7**	**24**

When Table 10 is examined, it is seen that the most used scale in the theses related to service quality is Service Quality Assessment Scale (SQAS) in postgraduate (6 pieces) and doctoral theses (pieces)

SSQRS: A Hierarchical Model of Service Quality for Recreational Sport Industry (Ko, & Pastore 2005).

STHKÖ: Sport Tourısm Servıce Qualıty Scale (Chank, & Chelladurai 2000).

SQSFC: Service Quality Scale for Fitness Centers (Yıldız, 2011).

OSTYSK: Standard Quality of Service for the Hotel (Salahoğlu, 2010)

SERVQAL: Service Quality Scale (Parasuman et al., 1985).

SQAS: An Instrument for Evaluating Service Quality of Health/Fitness Clubs (Gürbüz, Koçak, & Lam 2005)

AHKÖ: Perceived service quality scale (Gençer, 2005).

SFM-HKÖ: Sports Fitness Centers Perceived Service Quality Scale (Uçan, 2007).

Table 11. Distribution According to Methods of Data Analysis Used in Postgraduate Theses

Explanation Method of Data Analysis	Total
Frequency /Percentage /Chart	18
Anova	14
T-Test	14
Mean Standard Deviation	8
Explanatory Factor Analysis	7
Correlation	5
Regression	3
Confirmatory Factor Analysis	2
Chi-Square	2
Mann Whitney U	2
Item Analysis	1
Kruskal Wallis	1
Structural Equity Modelling (Way Analysis)	1
Total	**78**

As seen in Table 11, as the most used method of data analysis explanation in the theses that are related to service quality in sports subjected to content analysis, Frequency/Percentage/Chart (18 pieces), Anova (14 pieces), and T-Test were preferred. Each resource used in the postgraduate and doctoral theses completed in the area of service quality in sports was coded in MAXQDA program, and the rates of the domestic and foreign resources were determined according to the number of these codes.

Table 12. Distribution of Postgraduate and Doctoral Theses According to the Preference of Domestic and Foreign Resource

Resource Preference	Doctorate (n)	Postgraduate (n)	Total
Domestic Resource	282	767	1049
Foreign Resource	588	562	1150
Total	**870**	**1329**	**2199**

Based on Table 12, when the distribution intensity of the theses carried out related to service quality in sports is examined according to preference of domestic and foreign resources, it is seen that foreign resources were preferred the most in the doctoral theses (588 pieces), while domestic resources were preferred the most in the postgraduate theses (767 pieces).

The postgraduate and doctoral theses completed in the area of service quality in sport were identified in terms of resource actuality. In using resource actuality in MAXQDA program, those stages were paid attention. Beginning from that the term was published, the resources that are in the last ten years were coded as actual resources and those more than ten years, as nonactual resources.

Table 13. Distribution of the Postgraduate and Doctoral Theses According to Resource Actuality

Resource Actuality	Doctorate (n)	Postgraduate (n)	Total
Actual Resource	466	680	1146
Nonactual Resource	404	649	1053
Total	**870**	**1329**	**2199**

In Table 13, when Distribution intensity of the theses carried out related to service quality in sports according to the actual and nonactual preference of resources, it was revealed that actual resource was preferred in the doctoral (466 pieces) and postgraduate (680 pieces) theses.

DISCUSSION AND CONCLUSION

In this study, it was aimed to be evaluated the theses carried out in Turkey in the area of "service quality in sports" between 2005-2017 in terms of the university, where they were carried out; sector, where the study was carried out; the number of page; sort of study; study model; the number of sample; sort of data collecting instruments; method of data analysis; and sort and actuality of resources.

The following results were reached in the direction of this aim.

It was seen that postgraduate theses in the scope of the study was mostly defined at postgraduate level. In addition, a considerable increase was observed in postgraduate theses compared to doctoral theses after 2002. This case can first of all be accounted for with the rate of the numbers of the postgraduate and doctoral students to each other. In addition, in the world and Turkey, in related to the developments in sport service sector, it is considered that, in order to support their own developments of the individuals, who find place for themselves in sports sciences, they prefer to take postgraduate education, particularly, in the area of service quality in sports in the main scientific branches of sport management and recreation. But after postgraduate education, due to the fact that the requirements of doctoral education after postgraduate education are more, and therefore, that every students taking master degree cannot take doctorate, it can be said that the number of the students taking master degree are more compared to the number of the students taking doctorate. Lastly, the most important cause of this increase at postgraduate level are postgraduate education programs increasing in the direction of the number of faculties of sport sciences newly opened in the recent years. The reflection of decrease in thesis intensity seen in 2005 and 2009 supports the finding that the least paper is presented in 2008, obtained in the study, in which Bal (2016) examined the papers, presented in Congresses of International Sport Sciences organized by Sport Sciences Association in Turkey.

In the thesis studies, it is seen that the sort of quantitative study is   totally preferred the most in the sort of the study. This case is considerably high at postgraduate level. This case at postgraduate level was also identified in   the similar studies (Ulutaş, & Ubuz, 2008; Polat, 2013; Çiltaş et al., 2012; Temel, et al., 2015). In addition, Erdem (2001), in his study, revealed that the large majority (82%) of the scientific studies were carried out by using

quantitative study methods. With moving from these findings, that quantitative study is more preferred can be accounted for the cases that they are fast and easy, can readily reach sample, and can collect and interpret data more easily and in shorter time.

In only one of the thesis studies, qualitative study is given at postgraduate level. The reason for this case can be that it is necessary to expect the production of new information for the area at the doctoral level and that qualitative method is a method in the direction to meet this expectation. However, because the scientifically dominant paradigm is still positivist paradigm, it can be considered that quantitative method was predominantly used in the theses. According to this, in postgraduate theses as in doctoral theses, that the rate of quantitative studies decreases and the rate of qualitative studies, particularly mixed, increases highly important in terms of increase of service quality in sports. Sözbilir, and Kutu (2008), in their study, suggested that the studies would be more qualified by using multiple method and data collecting instruments and this would positively affect the validity and reliability of the study results.

Although the preference of the sort of mixed study at doctoral level in the highest degree was a case (Ulutaş, & Ubuz, 2008; Çiltaş, et al., 2012; Yılmaz, 2012; Temel et al., 2015) supported and desired to be by most researchers, mixed studies were not encountered in any postgraduate study.

The postgraduate theses related to service quality in sports intensively focus on the internal and external customer among customer groups and on service applications in the sports and health areas as area. With moving from all these findings, depending on that postgraduate theses written on this subject give more weight to mixed studies, in which data diversity is provided by supporting the quantitative data with qualitative data, that they deal with the actual problems, whose popularity increase every passing day, is seen the most basic need in this area.

It is seen that the sample size in the theses examined are mostly is "501 and over". This case can be accounted for with the fact that the researchers do not prefer qualitative research method. When considered that the quantitative studies form the majority, it can be said that the sample sizes in the studies are generally quite good

When the distribution of the theses in Turkey National Thesis Center of Council of Higher Education are regarded according to universities, between 2005 -2017, the most theses in the area of service quality in sports from Gazi University. That Gazi University is one of the first universities providing the education of "Physical Education and Sports"; that it is one of the first educational institutes providing education at postgraduate and doctoral level; and that it is a rooted educational institute can account for this case. As in the other disciplines, it can be said that [the first] studies related to service quality in the sports belong to the scientists serving in Gazi University, which is one of the universities that can be qualified as developed. Together with opening the departments of sport management in the other universities (Selçuk University, Dumlupınar University, Balıkesir University, Bahçeşehir University, Abant İzzet Baysal University), there is an increase in the number of postgraduate theses. Although there are some structural problems in newly established universities (lack of program disintegration), the increase in the numbers of the studies at postgraduate level is promising on the name of enrichment of service quality knowledge in sports.

In the content analysis carried out, when data collecting instruments are examined used in the theses, it is seen that the existing scale is used the most, generally, perception scales. This finding comes to our face as a result of quantitative studies that is earlier determined as the most used method. Yağmur Şahin et al., (2013), in the study they carried out, examined the postgraduate and doctoral theses carried out on Turkish education and identified that the attitude and perceptions scales were used the most in the studies carried out. In the study, carried out by the study titled "Examination of the theses carried out in education of Science", it was identified that the studies related to the attitude and perception scales are mostly carried out, similarly. It can be said that most use of the studies scale and survey based studies arises from that their costs are low and that they are more advantageous about labor and time compared to the other studies (Baş, 2005). In addition, it was observed that the majority of these studies were carried out in private sport businesses due to tine trouble resulted from the permission and official procedures. When considered that many theses related to service quality in sports are carried out in fitness area, another reason for this can be accounted for with the fact that fitness businesses are established as private businesses or that the law transfers these businesses to private businesses for a certain time in exchange of service.

It is seen that the most used concept in the theses written about service quality in sports and the titles of the theses is "service quality". This concept is mostly used to express the subject and aim. In this direction, in the thesis titles, it is seen that there is a general tendency in the direction of emphasizing the subject of the study. In another word, this can arise from that the researcher wants to emphasize the subject he/she is going to study in both keywords and title. In naming theses, the expressions giving information regarding the quality and wideness of the study carried out are frequently met. While the examination, research, and evaluation are made regarding the subject studied in the title of the study, in some part of it, the concepts indicating the agents (e.g. fitness center, sport business) of the study intensively takes place. In addition, the information is given regarding the universe of the study, where the study is carried out (e.g. Ankara city example, Konya city example). However, that the most used sub dimension among sub dimensions generalized in postgraduate theses is "quality of physical environment" may be related to the use of this sub dimension and related dimensions in the light of the scales, whose service quality is developed and adapted.

According to the results of the study, it was identified that the scales were frequently used as data collecting instruments and. the most used scale is Service Quality Assessment Scale (SQAS), It is thought that the reason for this is this is the first scale developed in this area and is the first scale adapted to Turkey in the area of service quality in sports. It may be said that the same or similar ones of the scales used in postgraduate theses will cause the repetition of publication. In view of this, it is thought that considering the different measurement instruments, which can be related to service quality, will be useful in terms of increasing the quality of studies on the area.

When the findings of the study are examined, it was found that frequency / percentage / chart method, among quantitative predictive data analysis method, was selected the most. Following this data analysis method, it was found that the most preferred data analysis methods were Anova and t-test, which are among the quantitative predictive methods. Namely, it was found that the data analysis method used in the articles published at the end of the study is mostly the descriptive analysis. The cause of that the frequency,

table and chart, and Anova and t-test are most used is that analyzing, explaining, editing, and interpreting it may be easier compared to model studies. When considered in this direction, the use of personal studies, analyses, and different analysis model can make important contribution to the development of this area.

When the study results are examined under the category of features of the resources used, in terms of sorts of the resources, it is seen that at postgraduate level, "domestic resources are used more than foreign resources". At doctoral level, this case is the direction of that "foreign resources are used more than domestic resources". This result makes think of that the foreign literature is more followed at the doctorate level. In addition, another reason for this can result from not enhancing the quality of doctoral studies in terms of resources. This case at postgraduate level shows similarity to the study of content analysis of theses related to project based instruction in sciences education by Yavuz, and Yavuz (2017). When the retrospective and annual process are evaluated in terms of resource actuality, it is seen that actual resources are more at both postgraduate level and doctoral level. This case revealed that the actual resources are sufficiently given place among the resources at the postgraduate and doctoral level.

The limitation of this study is that the study data are completed between 2005-2017 and that it was obtained by using 24 theses, which were sought in the database of Turkey National Thesis Center of Council of Higher Education with the keywords of "Sport", "Fitness" and "Quality of Service" and "Perceived Service Quality" and which can be electronically reached full texts of them. In spite of this, it is considered that this study will form an idea for the subject preferences of the postgraduate and doctoral students in the stage of thesis writing in the research they study and that it will guide to them. With including the articles related to service quality in sports in the study of content analysis, the different results can be introduced. It is considered that including the articles related to service quality in he studies of content analysis to be carried out in the future will be useful in terms of seeing the details of service quality studies. [In addition], with the studies to be formed by extending the scope of the content studies related to service quality, the study content will be actually followed and it will make positive contribution to the scientific studies carried out related to this subject.

In the studies related to service quality to be conducted in the future, diversifying the methods, in which scale development and models are fictionalized, can enrich the studies in terms of quality. In the studies related to service quality, valuing qualitative and mixed methods as well as quantitative method can enable both better to be solved the subject studied and study design to become different. It is considered that valuing qualitative and mixed methods will contribute to the scope and depth of service quality studies. Carrying out by considering the differences of the public and private sector the next studies and fictionalizing the studies by extending the scope of the study can make contribution to the generalizability of the results. It is considered that giving place to more actual resources in the studies to be carried out will provide more actual information and make contributions to the area of service quality area in sports.

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