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The Meaning of Program Satisfaction in School Sport Club in the Republic of Korea

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The Ministry of Education, Science, and Technology of the Republic of Korea selected 50 schools as 'School Sport Promotion Group (SSPG)' in 2011. The 50 schools were granted with \$40,000 a year for three-year term. The schools were recommended to spend the budget on expanding and improving their sport club programs. Although it has been two years since the program started, no study has examined the effectiveness of the SSPG schools. The main objective of the study was to examine the effectiveness of SSPG. The effectiveness was examined in three ways. First, the study attempted to see whether program satisfaction determined students' future intention to participate in school sport club. Using previous studies, this study included two antecedents of future intention to participate, which were students' intrinsic motivation and satisfaction with school sport club program. The MEST recommended the SSPG schools to spend the budget on developing their school sport club programs but not on building or renovating their facilities. Thus, our first objective was to see if program satisfaction played an important role in the relationship between intrinsic motivation and future intention to participate. If program satisfaction worked as a mediator in the relationship between intrinsic motivation and future intention, program satisfaction should contribute to students' intention

to participate in sport club apart from their intrinsic motivation. Second, the study attempted to see if students in SSPG schools were more satisfied with their school sport program than the ones in non-SSPG schools. In addition to program satisfaction, the group difference on future intention to participate in school sport club was also examined. Third, the study examined the effectiveness of the SSPG by looking at the causal path between intrinsic motivation and program satisfaction. If SSPG schools were able to provide better sport club programs and, thus, satisfied students' intrinsic motivation, the path coefficient between intrinsic motivation and program satisfaction in SSPG schools should be stronger than the path in non-SSPG schools. The data were collected from 20 SSPG schools (men: 304; women: 259) and 22 non-SSPG schools (men: 413; women: 160). The results indicated that program satisfaction fully mediated the relationship between intrinsic motivation and future intention to participate in school sport club. The mean values of program satisfaction and future intention among SSPG schools were statistically higher than those of non-SSPG schools. Lastly, the path coefficient between intrinsic motivation and program satisfaction among SSPG schools was statistically higher than that of non-SSPG schools. Policy related ramifications are also provided in the study.