

A Comparison of Customers` Satisfaction with Aerobics and Bodybuilding in Public and Private Gyms

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Abstract

The purpose of the present study is to compare the customers` satisfaction with aerobics and bodybuilding in public and private gyms in Kermanshah-Iran. It was descriptive- survey research. The statistical population were all female private and public customers in aerobics and bodybuilding gyms in Kermanshah. The study sample was 250 female athletes. In order to gather data, a researcher- made questionnaire with the reliability ($\alpha = 0.81$) was administered. In order to analyze the data, we applied descriptive statistics and inferential statistics including Kolmogrov - Smirnov, t-independent and Friedman rank tests. Data analysis showed that customer satisfaction results between private and public aerobics and bodybuilding gyms for women were significantly different ($p < 0.05$). Also, amongst the dimensions of customer satisfaction, there were significant differences between satisfaction of the gym's equipment and physical environment, satisfaction with social relations and cultural facilities in gyms and service gyms in the customer satisfaction of public and private gyms, ($p < 0.05$), but there was no significant difference between the satisfaction with trainers and gym personnel in the public and private gyms ($p > 0.05$). Private gyms and public priorities in terms of customer satisfaction were satisfaction with trainers and gym personnel, satisfaction with the equipment and physical environment of the gyms, social satisfaction, and satisfaction with services and cultural facilities in the gym. Overall customer satisfaction in the private gyms was higher than public gyms.

Key words:

Customers' satisfaction, Private and Public Gyms, Aerobics and Bodybuilding, Kermanshah, women

Introduction

The concept of customer satisfaction is deemed with the various definitions by the theorists. Katler (1998) considers customer satisfaction as the degree to which a company's actual performance meets customer expectations. He thinks if performance of the company meets customer expectations, customer satisfaction will result (Aft hinos et al, 2005). Jamal & Naser (2002) define customer satisfaction as a feeling or attitude towards a product or service to a customer. They believe customer satisfaction is the main link between various stages of consumer buying behavior acts (Jamal & Naser, 2002). A definition of customer satisfaction accepted by many scholars is the comparison of the expected performance with actual performance perceived by the customer to buy and pay (Beerli et al, 2004). Nowadays Increasing Competition in various Industries has led them to improve their management and quality tools. Hence Measurement and monitoring customer satisfaction is the vital obsession of many organizations (Rossome, 2003). Several studies show high levels of customer satisfaction and customer retention are highly interrelated and influence the profitability of the organization (Rossome, 2003, Hallowell, 1996, Yuksel et al, 2010, Kim & Kim 1995, Yuksel et al, 2010, Lee et al, 2010). Customer Satisfaction Studies can help companies investigate Customer Attitude And solve the resulting Problems in this regard. (Allan, 2004). Sports organizations act as service-oriented organizations in general and sports gyms specifically shall maximize their efforts to bring up Customer satisfaction and service quality (Theodorakis et al, 2001). Aft hinos et al (2005)) Han (1999), Theodorakis et al, Kim & Kim (1995) in similar studies concluded that customer satisfaction in a private gyms is greater than public gyms.

Woolf (2008) concluded that the services and support services such as additional opportunities to participate in sports, fitness tests and providing special facilities resulted in customer satisfaction. Godwin et al (2010) established that providing quality service and attention to consumer behavior and customer support services such as providing quality service to customers, facilities and services to customers can affect customer satisfaction. They also noted that customer satisfaction in the equipment run by the private sector was better than public sector. The aim of this study was to examine female customer satisfaction with private and public and bodybuilding gyms and will respond to the questions whether there is difference in customer satisfaction and its dimensions in private and public aerobic and bodybuilding gyms? Which customer satisfaction dimensions of aerobics and bodybuilding gyms are more important?

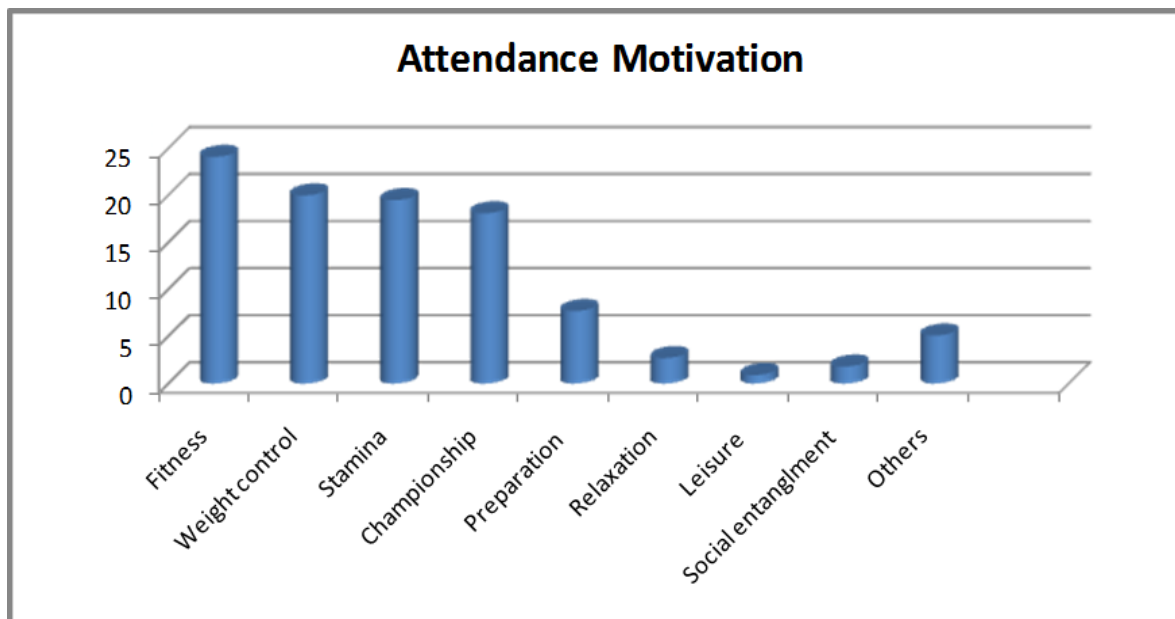
The research methodology

This study focused on customer satisfaction with the aerobic and bodybuilding gyms for women in Kermanshah. The research method was descriptive - field survey. The sample size was 77 Aerobics and Bodybuilding Gyms in Kermanshah of which 46 gyms were private and 31 were public gyms. In this study, using Cochran's formula, we selected 238 athletes in the confidence level of 95% and to minimize the sampling error, we added 5% to this number. We

chose 11 Public Gyms and 14 private gyms based on random clustering sampling method. We distributed 250 Questionnaires of which 222 were returned.

In order to organize and summarize the raw scores, we applied descriptive statistics (mean, percentage, frequency, standard deviation and tables). Also, we used inferential tests including Kolmogorov - Smirnov; independent-t, and Friedman rank test, Through SPSS/16.

Results and findings



Graph 1: Motivation to participate in aerobics and bodybuilding gyms for women

According to Table 1 and the test results of Kolmogorov - Smirnov for normal distribution of data, it became clear that data on customer satisfaction and the dimensions of a normal distribution were normal. Thus, parametric tests were used for data analysis.

Table 1:Kolmogrov - Smirnov Test results for data normality

| Variable | n | z | Sig | Result |
|--|-----|-------|-------|----------------|
| Satisfaction with the gym` trainer and personnel | 222 | 0.802 | 0.541 | Data normality |
| Satisfaction with the facilities in the gym | 222 | 0.967 | 0.307 | Data normality |
| Satisfaction with the social interaction in the gym | 222 | 0.412 | 0.752 | Data normality |
| Satisfaction with the cultural facilities in the gym | 222 | 0.571 | 0.187 | Data normality |
| Overall satisfaction | 222 | 0.891 | 0.201 | Data normality |

Table 2:A comparison of overall satisfaction and customer satisfaction subscales means in the public and private gyms

| Customer satisfaction factors | Gym | n | MD | SD | DF | T | Sig |
|--|---------|-----|--------|-------|--------|--------|-------|
| Satisfaction with the gym` trainer and personnel | Private | 97 | 34.65 | 6.16 | 215 | -1.892 | 0.065 |
| | Public | 125 | 32.96 | 6.93 | | | |
| Satisfaction with the facilities in the gym | Private | 97 | 28.99 | 5.92 | 219 | -3.787 | 0.001 |
| | Public | 125 | 25.92 | 6.02 | | | |
| Satisfaction with the social interaction in the gym | Private | 97 | 18.21 | 2.73 | 218 | -2.338 | 0.020 |
| | Public | 125 | 17.27 | 3.24 | | | |
| Satisfaction with the cultural facilities in the gym | Private | 97 | 19.36 | 1.57 | 118.26 | -5.535 | 0.001 |
| | Public | 125 | 17.20 | 2.49 | | | |
| Overall satisfaction | Private | 97 | 101.19 | 12.64 | 159.86 | -3.700 | 0.001 |
| | Public | 125 | 93.50 | 16.52 | | | |

Table 3: Mean, standard deviation and the customer satisfaction sub-scales rating in private gyms

| Sub-scales | MD | SD | Mean Rank | χ^2 | DF | Sig |
|--|-------|------|-----------|----------|----|-------|
| Satisfaction with the gym` trainer and personnel | 34.63 | 6.18 | 3.81 | 294.81 | 3 | 0.001 |
| Satisfaction with the facilities in the gym | 28.99 | 5.92 | 3.02 | | | |
| Satisfaction with the cultural facilities in the gym | 19.36 | 1.57 | 1.77 | | | |
| Satisfaction with the social interaction in the gym | 18.20 | 2.73 | 1.40 | | | |

Table 4: Mean, standard deviation and the customer satisfaction sub-scales rating in public gyms

| Sub-scales | MD | SD | Mean Rank | χ^2 | DF | Sig |
|--|-------|------|-----------|----------|----|-------|
| Satisfaction with the gym` trainer and personnel | 33.03 | 6.83 | 3.83 | 212.96 | 3 | 0.001 |
| Satisfaction with the facilities in the gym | 26.02 | 6.09 | 2.99 | | | |
| Satisfaction with the social interaction in the gym | 17.21 | 3.28 | 1.59 | | | |
| Satisfaction with the cultural facilities in the gym | 17.23 | 3.52 | 1.58 | | | |

Conclusion

The purpose of the present study is to compare the customers' satisfaction with aerobics and bodybuilding in public and private gyms in Kermanshah-Iran. Results showed that significant differences existed between public and private bodybuilding gyms in terms of customer satisfaction ($p < 0.05$). The results of the research are consistent with those of Theodorakis et al (2001) and Godwin et al (2010) who reported significant differences regarding customer satisfaction with private and public gyms.

The results showed that customer satisfaction priorities with aerobic and bodybuilding in public and private gyms were almost identical including satisfaction with trainers and gym personnel, equipment and physical environment of the gym, satisfaction with social relations at the gym and ultimately the satisfaction of the cultural services and facilities, respectively. The research results can be found in Kim and Kim (1995), Han (1999), Afthinos et al (2005), Theodorakis et al (2001), Yuksel et al (2010) and Lee et al (2010). It is important that gyms should have trained personnel and educators to meet the customer's satisfaction.

As a general rule, special attention in the management of sports facilities and gyms should be given to customer satisfaction. Since the customers are real assets to gyms, these entities must maximize their efforts towards customer satisfaction and service quality. The quality Sport services increase the tendency of people to sporting activities and consequently increases the number of individuals and household spending and income increase. Therefore, customer satisfaction is not considered a spending but a kind of investment. The results of this study and previous research indicate that people participate in gyms with different tastes and different incentives. Consequently; gyms should identify customer satisfaction priorities to achieve maximum productivity.

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