

# **Analysis of Relationship among Service Quality, Members' Satisfaction and Loyalty in Aerobic Clubs**

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## **Abstract**

The purpose of this research was the analysis of relationship among service quality, members' satisfaction and loyalty of Tehran's aerobic clubs. Method of this research is descriptive and correlation kind. The statistical population was the members of Tehran's aerobic clubs. Twelve clubs selected in a cluster random sampling and 141 questionnaires collected totally. In this research, the data-gathering tool was Liu's standard questionnaire (2008) and specialist teachers have confirmed its validity. Reliability of questionnaire also was calculated by Cronbach's alpha coefficient ( $\alpha = 0.87$ ). Data analysis assessed in two distinct levels: descriptive and inference (Pearson's correlation coefficient and linear regression). The result showed that there is a significant relationship between service quality and members' satisfaction, between service quality and members' loyalty, between members' satisfaction and members' loyalty in Tehran's aerobic clubs. Therefore, between the variance of members' satisfaction & service quality, members' satisfaction effected stronger predictive for member's loyalty to club.

**Keywords:** Service Quality, Satisfaction, Aerobic Clubs

## **Introduction**

The importance and the role of mobility and physical activities on the health of the population covered on no one in everyday life. In the meantime, sport clubs have a major role in providing sport services to community. To Identify the important factors and effective in order to attract people to the sports clubs and to consider the important factors in ensuring their participation in sports activities continuously made it possible to focus in exist opportunities in sport. To investigate in the population's particular interests and need to exercise in recreation sport and physical activities with effort and the use of various methods in sport marketing, and prepare the place, and provide the services that people can exercise a few hours without the stress and work pressure with interest and tend. Dishman (2001) reports that about half of those people start exercising, they are disappointed in a short period. In addition, Sawyer & Smith (1999) reported that American's sport facilities lose %40 of their customer in average. When your customers receive services to create profit, and in fact they are the source

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of the profit for you. So the sport club should be attracted the customer more and maintain their customer more over.

In the current world, various organization of services and productive should provide their production in need of their customer and beneficiary for its survival and development, and to make quality in their services in order to a deep attention to their customer and customer orientation. Today, attention to the quality of the products and services and provide with appropriate price is vital for the organization of services and productive. According to total evaluation of the services that customer receive , the service quality is a fixed scale of customer satisfaction. Enough awareness about customer's satisfaction can help to service organizations to improve serving to their customers. Customer's satisfaction, customer's evaluation from services, compared to their expectations after receiving the services. Improving service quality led to increase the customer's satisfaction. The service quality, price, and space of environment and personal differences affected the customer's satisfaction. Fan (1997) has showed that increases the customer's satisfaction is the only way to successful business. The customer's satisfaction affected directly tends to purchase or use of the services again.

Neal (1999) has defined the customer's loyalty in this way: "customer's loyalty is purchase of the same product or service repeatedly, when they need the same product or services. Customer's loyalty is a behavior and satisfaction is a view. Customer's satisfies cause to stay them and be loyalty constantly. According to recent studies, this way is very effective on long-term profitability. Loyalty customers both spend more money; introduce new customers, and the lowest cost. It is worth that attract a new customer is almost 6 times cost to compare with maintain of the old customer. According to the studied in the United States on nine different guilds, organizations can increase their profits 25% to 85% with more 5% cost to keep old customers. So knowing the effective factors in maintaining the customer is a high important factor. One of the most important factors is the service quality and products. In total quality management have been implied the customer's quality of expressed demands fulfill and implicit generally. It should be noted customer's satisfaction and meet their demand is the most important factor is in all of the definitions.

According to the research, Lin (2004) had reached the result in Taipei Chinese's sport centers about the service quality, customer's loyalty and satisfaction: Service quality and the customer's satisfaction are strong predictive for customer's loyalty. Neal (1999) had reached in his research that customer's satisfaction did not meaningful affect on the customer's loyalty. Chang (2004) showed in his research that the service quality, relationship quality with customer and customer's loyalty has positive relationship with a desire to buy again in physical fitness club(3). Wu (2005) had reached in his research to these results in a sports-entertainment centre: the service quality have meaningful relationship with customer's loyalty, customer's loyalty have meaningful relationship with customer's loyalty, as well as the service quality have meaningful relationship with customer's loyalty. Alexandris ( 2006) indicated in his research that dependency to the location is customer's loyalty predictive meaningfully . The service quality is strong predictive for attachment to the place. Chen (1996) showed that in his research that there is positive relationship among service quality, customer's satisfaction & loyalty about

private pools. According to the subjects mentioned, researcher wants to consider the relationship among the service quality, members' satisfaction & loyalty in Tehran's aerobic clubs.

## **Methodology**

This research is descriptive and kind of correlation that acted as field. The tools of data collection was Liu's standard questionnaire (2008) that its validity was confirmed by expert teachers and reliability was obtained by Cronbach's alpha coefficient ( $\alpha = 0.87$ ). The statistical population was the members of Tehran's aerobic clubs. The number of clubs in Tehran is 89 clubs that 12 clubs were selected in a random cluster sampling. The numbers of 150 questionnaires were distributed among members of these clubs and after the completion of the questionnaires, 141 numbers were used and these numbers were as statistical samples in this research.

In descriptive statistical used for the analysis of the characteristics of the demographic (gender, age, occupation, level of education and history of membership) and in inferential statistical used Smirnoff Kolmogrof's test for data normal and from parametric statistical used (the Pearson's coefficient of correlation and linear regression) to test the hypotheses.

## **Results**

Research findings showed that 75.2% members of Tehran's aerobic clubs are women and 24.8% are men. Age category between 21 up to 30 years with 46.8% has the maximum frequency, as well as 45.3%. Of them were housekeeping, 43.3% have diploma graduation, the level of month salary 35.5% of them were between 500 up to 700 \$ and 29.1% of them have membership record less than 3 months in club.

The results of this research showed that the service quality of the Tehran's aerobic clubs have mean of 3.77 and standard deviation of 0.53, member's satisfaction have mean of 3.75 and standard deviation of 0.55 and member loyalty have the average of 3.88 and standard deviation of 0.63 . The result of Smirnoff Kelmogrof's test showed that the data were so natural and therefore Pierson's correlation coefficient was used for determining the correlation. The results of the Pierson's correlation coefficient test is displayed in the following table for determining the relationship among the variables of service quality ,member's satisfaction & loyalty of Tehran's aerobic clubs :

**Table 1.The relationship among the research variables**

| Member's loyalty   | Member's satisfaction | Service quality    |                       |
|--------------------|-----------------------|--------------------|-----------------------|
| R=0.580<br>P=0.001 | R=0.823<br>P=0.001    | 1                  | Service quality       |
| R=0.597<br>P=0.001 | 1                     | R=0.823<br>P=0.001 | Member's satisfaction |
| 1                  | R=0.597<br>P=0.001    | R=0.580<br>P=0.001 | Member's loyalty      |

Linear regression analysis of single-variable was used to determine which variable (service quality or member's satisfaction) is more strong prediction for member's loyalty. Regression test results have come in the following table:

**Table 2.The results of regression coefficient for prediction**

| Significance level | Amount of T | $\beta$ standard coefficient | Standard Error | B non standard coefficient | Coefficient of determination | component             |
|--------------------|-------------|------------------------------|----------------|----------------------------|------------------------------|-----------------------|
| 0.001              | 8.398       | 0.580                        | 0.083          | 0.694                      | 0.337                        | Service Quality       |
| 0.001              | 8.769       | 0.597                        | 0.079          | 0.690                      | 0.356                        | Member's satisfaction |

### Conclusion

The purpose of this research was to consider relationship among service quality, member's satisfaction and loyalty of Tehran's aerobic clubs. It is essential to maintain and strengthening of their member's loyalty in today's competitive market for their survival. Member's loyalty would be caused to high performance in the clubs because of having two of the main characters of "reliable" and "understanding the situation, as well as due to the low cost and to introduce new customers.

The results of this research showed that the grade mean of service quality in Tehran's aerobic Clubs was 3.77. The service quality of Tehran's aerobic clubs was appropriate relatively from member's point of view. The grade mean of member's satisfaction was 3.75 that represent the member's satisfaction of the club relatively. As well as the grade mean of member's loyalty was 3.88, this showed good member's loyalty relatively.

The results of this research showed that, there is significant relationship in the significant level of 0.01 ( $r=0.83$ ) between service quality and member's satisfaction in Tehran's aerobic clubs that consistent with Wu's (2005), Chang's (2004), and Liu's investigation results (2008). Customer's satisfaction is the organization successful key in today's competitive market. The club must continually evaluate its service quality and try to upgrade the level of its services. The results of this research showed that, there is significant relationship between service quality and member's loyalty at the significant level of 0.01 ( $r =0.580$ ), that consistent with Lin's (2004) ,Wu's (2005), Chang's (2004), Chen's (1996) , Alexandri's (2006) and Liu's investigation results (2008). As well as the results of this research showed that, there is significant relationship between member's satisfaction & royalty at the level of 0.01 ( $r=0.597$ ). This results consistent with Lin's (2004) ,Wu's (2005), Chang's (2004), Chen's (1996) , Alexandri's (2006) and Liu's investigation results (2008) ,but wasn't consistent with Nil's investigation results . Management of the Club must be customer oriented and to identify their needs and demands with constant communication with them, and increase member's loyalty through service quality.

The results of the line regression showed that both the service quality and member's satisfaction are significant predictive for member's Loyalty of Tehran's aerobic clubs. According to the result of determination coefficient, service qualities predict member's loyalty in rate of 33% and member's satisfaction predicts member's loyalty in rate of 35%. Although the achieved dispute is not so much, but it can say, satisfaction is more strong predictive for member's loyalty to their club. This result is consistent with Lynn's (2004) and lieu's investigation results (2008). According to the results, the following suggestions could be offered:

There are many cases in upgrading the service qualities without spending too much money: The respect of the hygiene and clean of the club, the proper greeting with the members of the club, offering the different class for the age category, set working hours on both morning and afternoon and similar cases for them.

Base the culture of customer orientation in the club. Improve satisfaction in order to attention to the customer's wishes and needs. Member's satisfaction was caused the member's loyalty that following a lot of profit for club economically.

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