



A STUDY ON FACTORS AFFECTING THE CUSTOMER SATISFACTION TOWARDS FITNESS CENTRE

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Abstract

The study aims to analyze how factors affect satisfaction with the fitness centre. The conceptual framework comprises the following factors: physical environment, customer value, supporting services, and switching cost. These variables are independent, and customer satisfaction is the dependent variable and is predicted using these independent variables. The study utilized the descriptive research design. The population of the study includes all consumers who have been members of fitness centres. The sample size for this study is 220. A quantitative approach was used in this study. This study employed descriptive statistics to evaluate the demographic characteristics of the respondents. Also, inferential statistics like correlation and regression were used to answer the questions and test the hypotheses. The correlation analysis reveals that all the factors positively correlate with customer satisfaction at the fitness centre. The multiple regression analysis indicates that each factor significantly impacts satisfaction with fitness centres. The study concluded that customers would be satisfied if services were set against costs. Customers demand quality service because they have invested money, time, effort, and emotional well-being.

Keywords: Satisfaction, physical environment, customer value, switching cost and fitness centre

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1. Introduction

People in modern society are often seeking new methods to improve their lives, whether by lowering stress, altering their diets, or being more physically active. The health and fitness industry is rapidly expanding and gaining recognition as a significant economic sector. Due to the rising consumer expectations for service quality and increased competition, sports service providers have shifted their emphasis to service quality while simultaneously enhancing operational efficiencies. Customers are increasingly regarded as active market participants. They can identify a need or want, purchase the item, and discard it. Due to growing consumer perception as a result of rising competition, globalization, market saturation, and the spread of information technology, a situation has emerged in which long-term sustainability is no longer defined by superior service quality and long-term client relationships. As the competition among fitness centres increases, providing satisfactory customer service has become essential to this company's operations. The customers' mindsets that fitness centres require to provide the best possible service have been captured. Consequently, fitness centres have strengthened their customers' trust and increased their competitive advantage compared to their current competitors and any potential competitors. As this is a current need, fitness centres must learn what satisfies customers.

Research problem

Commercial health and fitness clubs contribute significantly to the local economy. It also has positive social benefits by enhancing spiritual and cultural development and boosting the residents' well-being index. To develop targeted marketing strategies for commercial health and fitness clubs, it is necessary to research and evaluate the market's emphasis, characteristics, consumer

demand structure, spending power, and influential factors. Knowing your clientele and providing what they want is a huge problem for private fitness service providers today, and it is at the core of the current marketing paradigm. Understanding consumer contentment enables you to classify and create positive service offerings. Understanding customer satisfaction is crucial for every organization, regardless of the product or service provided, and the fitness service industry is no exception. Marketing a product or service is enhanced by an awareness of customer satisfaction theories and concepts. The fitness centre market has become one of the most competitive, with businesses striving to meet client expectations and ensure their pleasure. Fitness centres significantly rely on the participation and experience of their customers. In the fitness centre market, it is believed that customer perceptions of physical, personal, service and outcome factors significantly impact their satisfaction and loyalty. Fitness centres must be aware of the aspects that impact client satisfaction most to provide enough value and meet growing customer demand. This study looks into what makes customers satisfied with the fitness centre.

Objectives of the study

The primary objective is to analyze how factors affect satisfaction towards the fitness centre.

Review of literature

Customer Satisfaction

When customers are satisfied with a particular service provider, they are pleased with their whole purchasing experience from that supplier. Customers will be satisfied if the goods or services exceed their expectations, but they will be disappointed if they fall short (Ariff et al., 2012).

Customer satisfaction can be used to indicate a company's ability to create relationships with consumers. It reveals the gap between what customers expect

and the actual service performance that exceeds their expectations. Customer satisfaction can impact a company's ability to develop effective customer relationships (Johan et al., 2014). Consequently, customer happiness is intricately tied to consumers' expectations of the product and service and their actual experiences with those products. Consequently, customer satisfaction is an expression of joy or discontent based on comparing pre-purchase expectations and post-purchase evaluation of a product or service function. This evaluation takes place after the customer has utilized the product or service.

Companies today face fierce competition because they have abandoned their prior product and sales philosophy favouring a marketing philosophy. Therefore, to be successful, the company must exert significant effort to differentiate itself from its rivals (Kotler, 2000). Therefore, measuring and prioritizing the level of satisfaction clients experience is essential for gaining their loyalty. A higher level of customer satisfaction is associated with increased product or service use.

Studies related to this study

Yee et al. (2013) studied the fitness club client satisfaction components. This was done so that the authors could preserve their market-leading position. According to the conclusions of this study, psychological aspects, the physical environment, and the service climate are the most important contributors to customer satisfaction. The result reveals that health and fitness clubs that want to keep and grow their customer base should hire professional front-line employees who have had enough training, care about customer satisfaction, and offer a wide range of high-quality, different services in an appealing service environment.

Bo (2021) is to research the factors that influence the physical health of college students. According to the research, factors that affect the physical health of college

students include factors unique to the students themselves, school-specific factors, and other variables. Inadequate building of public sports facilities and a lack of first-rate sporting venues and equipment are other significant factors in the degradation of college students' bodies. So, we can help kids' physical health by making them more aware of exercise's benefits and ensuring schools have enough sports facilities.

Suwono and Sihombing (2016) comprehend how to maintain customer satisfaction and encourage repeat business. Switching costs, consumer value, physical surroundings, and customer satisfaction levels were analyzed as the primary factors in developing a model to predict customer loyalty. According to the research, evidence supports not one, not two, but three possibilities. Hypotheses include relationships between switching costs and customer value, customer value and customer satisfaction, customer satisfaction and customer loyalty. Also covered are the connections between customer satisfaction and client loyalty. Contrary to popular belief, there is no correlation between the physical environment and customer happiness.

Wang et al. (2022) explore the elements that influence fitness software user behaviour among college students, and their future research focuses on promoting healthier behaviours among college students. UTAUT provided the basis for formulating hypotheses and developing a structural equation model (SEM). According to the findings, social influence, performance expectation, and effort expectation all substantially impact the behavioural intentions of college students. The intent of the user's activity and gender exert a direct and moderating influence on their behaviour. This impact could be beneficial or moderate.

Ha Nam Khanh (2015) examines and quantifies the determinants of gym membership loyalty. Eleven out of 12

hypotheses were supported by the results of the SEM-evaluated model. The four criteria are consumer habits, conversion cost, relationship marketing, and consumer loyalty satisfaction overall. Customer loyalty is important to everything. The level of customer satisfaction is influenced by both intangible and tangible aspects of quality. In this way, customer loyalty is most affected by the satisfaction factor, which can be shown through both tangible and intangible qualities.

Klasens (2020) investigates the elements contributing to SME Dutch fitness centre client satisfaction. The validity was examined using a principal component analysis to reveal an underlying structure based on the relatively large number of variables employed. Using a multivariate regression model, the impact of each of these parameters on the variable that served as the dependent variable in the study — customer satisfaction — was determined. According to the findings of this study, staff, physical environment, program, social environment, support services, and outcome all significantly influence customer satisfaction in Dutch SME fitness centres.

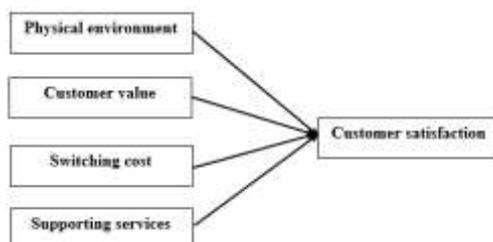
Garca-Fernández et al. (2018) investigate the relationship between clients' perceptions of the quality and value of service at fitness centres in Spain. The study found that perceived quality influences perceived value and satisfaction, perceived value influences satisfaction and behaviour intentions, and satisfaction influences behaviour intentions. This study shows that customers' satisfaction and loyalty will be influenced by their opinion of the product's quality.

Aminuddin Yusof and Shah (2017) analyzed clients' service quality expectations, attitudes, and satisfaction levels. The study also examined whether customer satisfaction with the service provided by fitness centres differs based on gender and race. According to the research, demographic variables have no substantial effect on the level of service provided. However, a survey indicated that customer empathy and assurance were the two most influential factors in the satisfaction of fitness centre customers. Consequently, it was found that every part of service quality had a negative mean, which means that clients are unhappy with every part of the fitness centre's service quality.

Sevilmi (n.d) examines whether satisfaction with fitness centres, perceived value and quality are related or not to behavioural intention in Turkish. The study found that perceived quality is highly and positively correlated with social, functional, emotional, and economic value. Similarly, functional and economic values correlate positively with consumer happiness, but social and emotional values are not correlated. Also, customer satisfaction is positively correlated with behavioural intention.

Model development

The theoretical framework leads to the development of the conceptual framework, as depicted in the figure. The suggested conceptual framework comprises the following factors: physical environment, customer value, supporting services, and switching cost. Customer satisfaction, the dependent variable, will be predicted using these independent variables.



2. Research Methodology

This study is descriptive in nature. It is a realistic investigation for its intended purpose. The statistical population consists of all individuals, events, or things a researcher desires to examine. This statistical population includes all consumers who have been members of fitness centres. The sample size for this study was determined to be 220. A quantitative approach was used in this study. This involves collecting primary data from a representative sample to generalize the results to the entire population. Researchers have selected a quantitative approach because it enables them to quantify attitudes, perspectives, and other qualities to develop generalizations. These principles make quantitative research more suitable than qualitative research for testing hypotheses

and answering research questions. In this study, a questionnaire developed by the researchers was used to collect data from fitness club members. SPSS was utilized to analyze the questionnaire data. This study employed descriptive statistics to evaluate the demographic characteristics of the respondents. Also, inferential statistics like correlation and regression were used to answer the questions and test the hypotheses.

Data analysis

Demographic profile

The first analysis looks at the demographic profile of fitness centre customers. A structured questionnaire is used to collect data from fitness centre customers. They are as follows: gender, age, education level, occupation, and year of membership. The demographic profile of respondents in this study is shown in the table below.

Particulars		Frequency	Percent
Gender	Male	140	63.6
	Female	80	36.4
Age	Less than 20 years	60	27.3
	21 to 27 years	100	45.5
	28 to 34 years	40	18.2
	Above 35 years	20	9.1
Education	Higher Secondary	40	18.2
	Bachelor degree	60	27.3
	Master degree	120	54.5
Occupation	Student	60	27.3
	Self-employed	80	36.4
	Government employee	40	18.2
	Private employee	40	18.2
Year of membership holders	Less than one years	100	45.5
	1 to 2 years	60	27.3
	More than three years	60	27.3
Total		220	100

Among 110 respondents, most fitness customers (63.6%) are male because the fitness centre focuses on muscle building rather than overall fitness. So the male respondents are higher than the female respondents. Each age group is classified into four categories. Most respondents

(45.5%) are between the ages of 21 and 27. In contrast, the second highest number of respondents belong to the age group of less than 20 years (27.3%), 18.2% of respondents belong to the age group of 28 to 34 years, and the least number of respondents belong to the age group of

above 35 years. So, it is concluded that most fitness centre customers are young and middle-aged respondents because they place the highest premium on fitness and health. However, most of the respondents have an education level up to a master's degree (54.5%). The second-highest respondents have a bachelor's degree, and the least respondents are higher secondary level. Thus, it is found that most customers are well-educated and have some knowledge of health and fitness training at the centre. The four occupational categories are students, self-employed, government employees, and private employees. The majority of respondents are self-employed (36.4%), whereas the second largest group of respondents are students (27.3%), and the remaining

18.2% of respondents are working as government employees or private employees. Most respondents have less than one year of membership in a fitness centre. The second largest group of respondents has a membership of 1 to 2 years and more than three years. The second-largest group of responses has been in the fitness centre for one to two years and more than three years.

Hypothesis testing

In this study, the researchers considered the satisfaction of the fitness centre customers as a dependent variable. In contrast, the physical environment, customer value, supporting services, and switching costs were considered independent variables.

Particulars	R-value (Sig.)
Physical environment	.867 (.000)
Customervalue	.974** (.000)
Supporting services	.926** (.000)
Switchingcost	.961** (.000)

Bivariate correlation is used to determine the relationship between the variables and the satisfaction of the fitness centre customers. The calculated correlation value of the physical environment is 0.867, which is less than the significance value (5%) and is statistically significant. Secondly, the correlation value of customer value is 0.974, less than 5%. So it is statistically significant. Lastly, the correlation value of supporting services and switching costs is 0.926 and 0.961, and the significance value is less than 5%, which is statistically significant. As a

result, the correlation analysis shows that the variables are positively associated with the satisfaction of the fitness centre customers. All four variables had positive, high strength and statistically significant with the satisfaction of the fitness centre customers.

Before constructing the model, the study analyzes whether the model has a multicollinearity issue after establishing the connection. In the table below, the description of the multicollinearity assessment is presented.

Multicollinearity

Particulars	Tolerance	VIF	Durbin Watson
Physical environment	.854	1.245	1.452
Customervalue	.897	1.654	
Supporting services	.756	1.025	
Switchingcost	.625	2.234	

It is observed from the above table that the tolerance of the physical environment is 0.854, customer value is 0.897, supporting

services is 0.756, and switching cost is 0.625. So, the variable has a tolerance value higher than the threshold limit. It is

then concluded that no multicollinearity problem exists. However, the VIF value of the physical environment is 1.245, the customer value is 1.654, the supporting services are 1.025, and the switching cost is 2.234. Hence, it is found that nomulticollinearity problem occurs due to the VIF value being within the threshold limit. The Durbin-Watson test examines error independence. The result of the Watson test shows a value of 1.452, which shows that the variables are independent and free of serial correlation. Thus, the independence of error is not compromised.

With the help of multiple regression analysis, the study determined how factors affect satisfaction towards the fitness centre.

Regression

Regression analysis is a reliable method for determining which variables influence the satisfaction of fitness centre customers. The regression technique allows you to determine which elements are most important, which factors may be ignored, and how these factors interact.

Model	R	R ²	Adjusted R ²	SEE	F	Sig.
1	.983^a	.966	.965	.24719	1080.627	.000^b

The model summary indicates that the R-value, which represents the correlation coefficient, is .983 and the R square is 0.966. Also, the relationship between the variable is strong. However, the R-square value indicates that factors have a 96.6% impact on satisfaction towards the fitness

centre. It notes that the F-value secures as 1080.627, and the level of significance observed is .000, which indicates a high degree of importance. Thus, the result shows that the present value is sufficient to predict customer satisfaction towards the fitness centre.

Model		USC		SC	T	Sig.
		B	SE	B		
1	C	.004	.061		.059	.953
	Physical environment	.079	.038	.079	2.071	.000
	Customervalue	.697	.047	.686	14.888	.000
	Supporting services	.302	.036	.305	8.272	.000
	Switchingcost	.785	.045	.575	17.465	.000

The regression test shows that the coefficient value of the physical environment is 0.079, the t-value is 2.071, and the p-value is 0.000 (p<5%). Therefore, it finds that the physical environment positively affected satisfaction towards the fitness centre. Secondly, the coefficient value of the customer is 0.686; the t-value is 14.888, and the p-value is less than 5%. Thus, it is clear that customer value influences satisfaction towards the fitness centre. Thirdly, the coefficient value of supporting services is 0.305; the t-value is 8.272, and the p-value is less than 5%. Hence, it reveals that supporting services

influence satisfaction towards the fitness centre. Finally, the coefficient value of the switching cost is 0.575; the t-value is 17.465, and the p-value is less than 5%. It is found that switching cost affects satisfaction towards the fitness centre. The researcher found that all the factors positively affect satisfaction towards the fitness centre.

3. Results

The result of the study shows that most fitness customers are males because the fitness centre focuses on muscle building rather than overall fitness. Most of the

respondents are 21 to 27 years old and have a master's degree because the respondents are well-educated and have some knowledge of health and fitness training at the centre. They have less than a year of membership in a fitness centre. The correlation analysis shows that all the variables were positive, high-strength, and statistically significant regarding the satisfaction of the fitness centre customers. Also, it is clear that certain factors strongly influence consumer satisfaction towards fitness centres. This is a very strong relationship with a 96.6% impact on fitness centre satisfaction.

4. Conclusions

The study aims to analyze how factors affect satisfaction with the fitness centre. According to the study, the physical environment, supporting services, switching costs, and customer value positively correlate with customer satisfaction at the fitness centre. Also, customer value has a higher correlation than others. According to the multiple regression analysis, each factor significantly impacts satisfaction with fitness centres. The study concluded that customers would be satisfied if offerings were matched against costs. Customers demand quality service because they have invested money, time, effort, and emotional well-being. Maintaining customer satisfaction requires a good strategy for the fitness centre.

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