

A STUDY OF THE FACTORS AFFECTING THE SATISFACTION OF MALE BODYBUILDING CUSTOMERS OF KHUZESTAN PROVINCE

Varnaseri Qandali Shapour¹ and *Najafzadeh Mohammad Rahim²

¹*Department of Physical education, Malekan Branch, Islamic Azad University, Malekan, Iran*

²*Department of Physical education, sport Management, Tabriz Branch, Islamic Azad University, Tabriz, Iran*

**Author for Correspondence*

ABSTRACT

The object of present theory was searching effective factors in satisfactoriness of men private body-building customers in Khozestan province. For this, was made a two-parts questionnaire that confirmed its reliability, then was authorized between person from members of body-building clubs that they forms sample statistical of research. The analysis of information earning from questionnaire was based on correlation test by Pierson and regulation theories. The theory was including searching the relationship of attention to the customs needing with their satisfactoriness. Conclusion of research shows that there are a meaningful relationship between effective factors including quality of services, reply, security, appearance, reliability and unanimity. Balance of satisfactoriness of customs with attention to the consequence, it seems that, in satisfactoriness and attraction of customs ,cases in relationship with body-building clubs, so that attention to the customs needs, quality of services, reply and security is more important than reliability and unanimity that it should be in private parts of programming in exercise.

Keywords: *Quality of Services, Apply, Security, Appearance, Reliability and Unanimity*

INTRODUCTION

Nowadays, with the development of marketing concept and competition of service organizations such as clubs, it is found that organizations should attract the satisfaction of their customers in order to achieve their goals. We should accept that markets are limited and customers are scarce. Nowadays, organizations that want to be succeed, should seek ways and methods to control the market leadership. One of the most important factors in organization is customer-orientation. Thus the clubs compete with each other to attract customers. No club can survive without customer. Some clubs seek to excel others by identifying customer needs and providing different service to market in the competition arena. But those will be more successful in the future competition that will be able to pay attention to the needs and desires of others and respond in a simple and easier way.

In other words, in a competitive market, those will be successful that focus on two features of speed and ease to provide appropriate service and suitable behavior of customers. The clubs that pay attention to the specific plans of marketing are more successful in the future competition. Customer relationship management emphasizes on value exchange between customer and organization and the value created based on this communication is needed. Therefore, an organization effort to develop long-term relationships with customers based on value creation for both sides is one of the main goals of customer relationship management. In other words, the purpose of relationship with customer is to provide benefits through mutual communication and doing the promises.

Customer Relationship Management is a business strategy that is reinforced by advances in technology. Through this strategy clubs can create a beneficial relationships based on the optimization of perceived value of customer (Kazemi, 2013). Customers' satisfaction leads to their retention and loyalty (Babalhavaeji, 2003). Of course, there should be a focus on the needs of customer, since understanding customer needs is the most important stage of customer satisfaction. Labaf believes that the cost to attract new customers is six folds of cost to maintain old customers and customer loyalty has a ten folds value against the purchase of a new customer for once. Therefore, protection of assets is an indicative of good management (Ismailpour, 2003).

Research Article

Obviously, the number of sport fitness clubs and males attracted by these clubs increases day by day and this process leads to the more mobility and health of men in the society. Therefore, the identification of important factors in continuation of men participations in physical activities allows men and boys to have an opportunity for easier access to sport and physical activity (Ehsani, 2005). Today those organizations that want to compete in the marketplace and to provide diversified products to customers, have no choice other than to pay more and more attention to customers' needs and wants. They have turned toward customers in order to increase their income to attract customer satisfaction and improve the quality of supplied goods and services. Now all organizations are well aware of the fact that the attitude of customer-orientation and the attraction of customers' satisfaction is the first rule of business, otherwise they will be subject to be removed from market. Several studies show that high levels of customer satisfaction and retention are strongly related to each other, and these two factors are effective in organization profitability. The cost to acquire a new customer needs five folds time, money and resource more than maintain a customer (Pouriran, 2008). Accordingly, customer satisfaction is the ultimate goal and end of companies and organizations (Hubert and Bitner, 1994). Satisfaction means the assessment of club members about the experience of attendance in club, use of products and contact with product or service over time. Therefore, when service quality increases, customers' satisfaction raises which in turn leads to the increase of organization effectiveness. Therefore, customer satisfaction can be considered as one of the indicators of organization effectiveness (Khayat-zah, 2003).

Customers select bundles by assessing four arrays of price, quality, time, and innovation in products and services. The more the quality of bundles to provide quality is, the greater market share and more attraction and appeal of customers to bundles will be (Kavossi, 2005). Customer satisfaction will be achieved in two ways: firstly, the customers compare service provision and performance of company with their own expectations, if they find provided service more than their expectations, satisfaction will be achieved. Secondly, the satisfaction is achieved by the previous positive experience of service and performance of organization and company. If the experience is pleasant, customer satisfaction will be satisfied (Anderson, 1994). If the performance of organization is below than the expectations of customers, customers will leave organization and the organization will fail eventually. Therefore, the companies that always have stronger and higher levels of customer's satisfaction are more powerful and successful in the long run (Rezayikohan, 2007).

Alidoust *et al.*, (2010) stated that satisfaction with facilities and physical environment of club as well as the way managers, trainers and employees meet with customers is beyond that of public clubs. Sajjadi *et al.*, (2011) compared the quality of service provided in private and public sport clubs (fitness and physical readiness) of Tehran city according to customers' view. The results showed that there is a significant difference in the quality of service provided in private and public sport clubs of Tehran city based on customers' view. Also, there was a significant difference in the components of service quality including tangible quality, trust, responsiveness, confidence and empathy. In all mentioned components, the quality of service provided was present and the service quality of private clubs was better than public clubs.

Farahani *et al.*, (2012) studied the customers' satisfaction with private and public fitness clubs in Gorgan city. The findings showed that there is a significant relationship in the overall satisfaction of customers in private and public fitness clubs of Gorgan city. Also, there was a significant difference in customers' satisfaction of equipments, physical environment, fee, and access to club and the quality of personnel.

Afchangi *et al.*, (2013) examined the relationship between relationship-based marketing, satisfaction and willingness of customers to attend again in the female aerobic clubs of Mashhad. The results showed that relationship-based marketing can have an impact on customers' satisfaction and their willingness to attend again in the female aerobic clubs of Mashhad. And relationship-based marketing is a suitable predictor of satisfaction and willingness of customers to attend again in the female aerobic clubs of Mashhad.

Ghasemzadeh *et al.*, (2013) studied the level of customer's satisfaction with service quality provided by private and public swimming pools and found that there is a difference in the provided service and customer satisfaction between private and public pools swimming pools. It is suggested that the managers of public pools to increase customers' satisfaction, attract more customers and bring more profit for their

Research Article

organization through upgrading the quality of service provided to customers. Also, the managers of private swimming pools can maintain their customers and satisfy them by creating a balance between the costs of using private pools and provided services.

Choi (2007) in his ph.d's dissertation entitled "the effect of services quality on customers' satisfaction and attention to repurchase in the physical readiness clubs of South Korea" concluded that the perception of service quality is the most effective predictor of customer satisfaction and repurchase. Also, he found that the most important predictor of customer satisfaction includes the perception of service quality, relationship with physical environment and interaction between people and plans; and the most important predictor of their repurchase includes the perception of service quality and interaction between people. In addition, there was a significant relationship between customer satisfaction and repurchase.

Henry (2010) in his study stated that social encounter of employees, appropriate pay, facilities, management method, specialty of personnel and employees, specialty of trainers and easy and suitable access are the most important factors that impact on customers' satisfaction of physical readiness clubs.

Kellend *et al.*, (2010) concluded that the aestheticism and attractiveness of environment can affect health behavior of individuals and there is a positive relationship between the tendency to sport activities in leisure time and environment variable such as aestheticism.

MATERIALS AND METHODS

Research Methodology

The present study is a descriptive-correlation study. It is applied study concerning purpose. Data were gathered quantitatively in the library during 2013-2014. The statistical population refers to all people, events or things which a researcher wants to investigate (Saebii and Shirazi, 2002).

The statistical population (n=765) of this study includes all customers of private fitness clubs in Khuzestan province, with more than one year membership. In the present study, the sample size was selected 257 using Cochran formula. Also, it should be noted that since no questionnaire was returned and flawed questionnaires were eliminated, the final samples analyzed was 254 subjects. In this study, a researcher-made questionnaire (guided and prepared by supervisor and advisor teachers) was used to gather data about the customers of private fitness clubs in Khuzestan province. This questionnaire is presented in Appendix. The materials used to gather data were as the following:

Questionnaires are designed based on the changes made in Goudarzi and Davoudian's questionnaire in a way that Likert scale can be used to measure data. To measure and asses the variables of "customer satisfaction", ordinal scale is used. Ordinal scale not only shows the differences, but also arranges scores based on low or high and minimum or maximum. Though, scores are arranged in this scale, but the distance between them is not equal. Cronbach's alpha coefficient for the questionnaire of "customer satisfaction" is equal to 0.615 which indicates that the validity of questionnaire is confirmed.

RESULTS AND DISCUSSION

Research Findings

To study the normality of variables related to the level of customers' satisfaction, Kolmogorov-Smirnov test was used.

Table 1: The normality of research variables

K-S Statistics	K-S Statistics	Number	Statistics variables
0/013	1/176	254	empathy
0/007	1/136	254	reliability
0/032	1/187	254	appearance
0/044	1/113	254	security
0/012	1/154	254	Service quality
0/034	1/132	254	Responsiveness

Research Article

Is there a significant relationship between the appearance of private fitness clubs and the level of customers' satisfaction to attend the club again?

Table 2: The result of Pearson test between the appearance of private fitness clubs and the level of customers' satisfaction

Significance level	Pearson correlation coefficient	number	Variable
0/001	*0/546	254	appearance of private fitness clubs and the level of customers' satisfaction

According to Table 2, Pearson's correlation coefficient was used to examine the relationship between the appearances of private fitness clubs and the level of customers' satisfaction; that was calculated as 0.546. Therefore, the null hypothesis ($H_0: \rho = 0$) related to the lack of significant relationship was rejected by the confidence of 0.95. Given the positive and significant sign of Pearson correlation coefficient it can be said that there is a direct and significant relationship between these two variables.

- Is there a significant relationship between the security of private fitness clubs and the level of customers' satisfaction to attend the club again?

Table 3: The result of Pearson test between the security of private fitness clubs and the level of customers' satisfaction

Significance level	Pearson correlation coefficient	number	Variable
0.002	*0/487	254	Security and customers' satisfaction level

According to Table 4-8, Pearson's correlation coefficient was used to examine the relationship between officials' reliability of private fitness clubs and the level of customers' satisfaction; that was calculated as 0.487. Therefore, the null hypothesis ($H_0: \rho = 0$) related to the lack of significant relationship was rejected by the confidence of 0.95. Given the positive and significant sign of Pearson correlation coefficient it can be said that there is a direct and significant relationship between these two variables.

- Is there a significant relationship between the service quality of private fitness clubs and the level of customers' satisfaction to attend the club again?

Table 4: The result of Pearson test between the service quality of fitness clubs and the level of customers' satisfaction

Significance level	Pearson correlation coefficient	number	Variable
0.002	0.598	254	Service quality and customers' satisfaction level

According to Table 4, Pearson's correlation coefficient was used to examine the relationship between service quality of private fitness clubs and the level of customers' satisfaction; that was calculated as 0.598. Therefore, the null hypothesis ($H_0: \rho = 0$) related to the lack of significant relationship was rejected by the confidence of 0.95. Given the positive and significant sign of Pearson correlation coefficient it can be said that there is a direct and significant relationship between these two variables.

Discussion

As noted earlier in the literature review, this study aimed to investigate factors affecting customers' satisfaction of private fitness clubs and level of customers' satisfaction. In the model discussed, the

Research Article

factors affecting customer satisfaction includes service quality, responsiveness, safety, appearance, reliability and empathy; and the variable of satisfaction is considered based on attending in the club again. Based on the analysis results of Pearson correlation coefficient, there is a significant relationship between variables related to the factors affecting customers' satisfaction and level of customers' satisfaction to attend club again.

The conducted statistical tests showed that all hypotheses are supported. The level of significance for all variables was less than 0.05 which shows they are significant. Also, the correlation between variables was supported by the use of Pearson test. In the present study, Pearson coefficient for all variables was less than 1 which indicates that there is a positive and significant relationship between the independent and dependent variables. Therefore, all hypotheses were supported:

- There is a significant relationship between the factors affecting on customers' satisfaction in private fitness clubs and level of customer's satisfaction to attend club again.
- There is a significant relationship between the appearances of private fitness clubs and level of customers' satisfaction to attend club again.
- There is a significant relationship between officials' reliability of private fitness clubs and level of customers' satisfaction to attend club again.
- There is a significant relationship between safety level of private fitness clubs and level of customers' satisfaction to attend club again.
- There is a significant relationship between responsiveness of officials in private fitness clubs and level of customers' satisfaction to attend club again.
- There is a significant relationship between official's empathy in private fitness clubs and level of customers' satisfaction to attend club again.
- There is a significant relationship between service quality of private fitness clubs and level of customers' satisfaction to attend club again.

REFERENCES

- Afchangi S, Hadavi SF and Elahi A (2003).** Prediction of satisfaction and tendency of customers by relationship-based marketing components in sport clubs: A study of female aerobic clubs of Mashhad, *Applied Studies in Management* **4** 63-70.
- Alidust Ghahfarrokhi E, Kozehchiyan H, Jalali Farhani M and Turki M (2010).** Investigation and comparison of female customers' satisfaction in private and public fitness clubs of Tehran city, *Harakat Journal* **5**, *Sport Management* 140-127.
- Babalhaji M (2003).** The application of AHP-GP by a phase approach to select a service quality model in ISACO Co., Master's thesis.
- Choi Jong Pill (2001).** The influence of service quality on customer satisfaction and repurchase intentions at fitness clubs in South Korea Dissertation. The University of New Mexico.
- Ehsani M (2003).** *Contemporary Management in Sport* (Tarbiat Modarres University Press).
- Esmailpour M (2003).** *Simple Methods of Making Customers Happy and Sale Management* (Yadvareh-e Ketab press).
- Farahani A, Salamat N and Goudarzi M (2012).** A study of customer satisfaction with private and public fitness clubs of Ghorgan city. *Sport Management Studies* **16** 143-156.
- Ghasemzadeh Mirkalayi E, Amirnejad S and Razavi SGH (2013).** A study of customers' satisfaction with the service quality of in private and public swimming pools. *Journal of Management and North Sport Psychology* **1**(1) 49-58.
- Kavusi SMR and Saghayi A (2005).** *Measurement Methods of Customer Satisfaction*, 2nd edition (Sabzan publication).
- Pouriran Z (2008).** A study of service quality provided by swimming pools of Mashhad. Master's thesis, North University
- Rezayikohan S (2008).** Customer's expectations of service quality provided in physical readiness centers of Mashhad city. Master's Thesis, physical education faculty of Ferdowsi University of Mashhad.

Research Article

Sajjadi SN, Mahmoudi A, Goudarzi M and Mirzayi M (2011). A comparison of the service quality in public and private sport clubs (fitness and physical readiness) of Tehran city **2** 33-48.