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THE STUDY OF LOYALTY CUSTOMERS SPORTS CLUBS IN CITY OF TEHRAN: BODY BUILDING AND AEROBIC

***Nematallah Nemati¹, Mahmoud Afshardoust², Elika Saghafi³ and Farshad Tojari⁴**

¹*Department of Physical Education, College of Humanities Sciences, Damghan Branch, Islamic Azad University, Damghan, Iran*

²*Department of Sport Management, University of Kharazmi, Faculty of Physical Education, Tehran, Iran*

³*Department of Sport Management, University of Tehran, Tehran, Iran*

⁴*Department of Physical Education, College of Humanities Sciences, Central Tehran Branch, Islamic Azad University, Tehran, Iran*

**Author for Correspondence*

ABSTRACT

Customer loyalty is the most important topic in sport and fitness industry. Also measuring satisfaction and service quality in industry sport service is still controversial subject. The purpose of this study was to compare of customers loyalty in private and public sport clubs of Tehran with descriptive method. The samples of study were customers of private and public sport clubs in Tehran that have at least 6 months sport participation. Based on systematic sampling, 4 regions from Tehran were selected, and then 10 private clubs and 10 public clubs from these regions were selected randomly. 10 persons from these clubs were randomly participating in this study and finally, 386 questionnaires were collected. Research tool was researcher-made questionnaire with 0.88 reliability. Data analysis was done with independent sample t-test. The results showed that there was no significant difference existed between loyalty and brand selection, change costs and satisfaction ($p > 0.05$), but significant difference observed between loyalty and service quality in private and public sport clubs ($p \leq 0.05$). Based on results of research we concluded, the most important factors in loyalty of customers was service quality.

Keywords: *Customer's Loyalty, Sport Club, Public, Private*

INTRODUCTION

Nowadays, efficiency and effectiveness of processing organization are important subjects. Scientific studies should answer this question that how we can improve the effectiveness of the organization processes. Experts believe that one of the ways to increase organizational efficiency, is that improve the service quality and purpose, needs, and expectations of customers (Hamidi *et al.*, 2009). Deming (one of the pioneers of movement total quality management) knows the quality of customer satisfaction. Therefore, increasing the service quality can results in customer satisfaction and thus organizational efficiency improve (Khayat, 2003).

Today's, marketing is centered on production capabilities, while providing is based customer satisfaction. One of the slogans repeated today is that companies and organizations online service and products service than expect customers to market. Customers who are satisfied with a supplier are more loyal to like him. One of the main problems is that customers want better quality, more service, consistent and fit their needs. Customer loyalty is the most important topic in sport and fitness industry. Also measuring satisfaction and service quality in industry sport service is still controversial subject. Health and fitness of motion are growing rapidly as the global industry (Khayat, 2003; Rahmani, 2008). More than 33 thousand sports fitness and health facilities exist in American. The number of fitness centers in Europe is less than those of in American but is growing. Approximately 1300 fitness private centers with 311500 customers exist in Greece, producing about 164.5 million dollars in a year. The industry is competitive in service industries, providing superior services required for survival and success (Rahmani, 2008). Chandon (2005), stated that increasing the prosperity business organization service of the interaction satisfaction loyalty is achieved. In order to satisfaction the causes that person or customer buying again product or service used to be interested (Chandon, 2005).

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Competition the most important score of life economic system based on market and every factor in achieving competitive in market will prevent, gradually lack of efficiency over the economic system makes prevailing (Masoomi, 2007). One of the common goals of all scholars in the direction of privatization is increased competition in economic activities.

Parker believes that basically the public sector compared with private sector feature are that provide efficient production and economic services and goals are difficult. In contrast, the private sector due to competition and also goals, management, structure and human resources completely difficult from the public sector is capable of more efficient production and supply service pay (Chuan, 2008). Intensified competition in the current condition provides service sport to the critical events and their effects on customer behavior to examination.

As Robinson noted, sport organizations have characteristic that make them distinct from other service organization. At first, services sport state and people are spending related link to cautiously deal. Second, customers often fun at times and relax to sport organization to refer.

Third, emotional investment such as support for sport teams and sense of belonging to club often take place in activities sport organization. These factors probably much more expectation than other sport organization to look are service provide.

Afthinos *et al.*, (2005), research on customer expectation of services as fitness centers in Greece, concluded a total thirteen significant different between men and women in relation to expectation of services quality (Afthinos, 2005). Customers of private fitness centers tended to more modern equipment, staff willingness to help clubs and fitness centers, security and government customers to fitness centers. Molinari (2004), as that customer satisfaction of service quality tend and want to in the future affect this customer service organization (Molinari, 2004). Rankig (2004), the model that service quality lead to satisfaction and satisfaction to lead to loyalty and loyalty are also intended to buy again lead. Pedragosava and Correia (2009), in their research, discuss customer satisfaction from three perspective expectation, equipment and rate customer loyalty was evaluated they studied 463 opinions of customers fitness and health clubs in lisbon portugal, concluded that satisfaction varies significantly with the expectation of customers equipment club relate to is very important in determination to the club has loyalty (Pedragosa, 2009). According to the above material increase and prosperity business organizations. The interaction satisfaction and loyalty is achieved.

Therefore, service managers center and conservation organizations service to maintain their should be periodic or continuous, quality service and customer satisfaction and customer loyalty of its to measure their weaknesses and strengths of the organization to recognize and to weakness decisions the necessary adopt and they also develop their strengths. So, present study aimed to compare customers loyalty in public and private body building and aerobic complexes in city of Tehran.

MATERIALS AND METHODS

This study based on practical method and is a kind of descriptive- survey research. For sampling, we randomly select 4 areas based on cluster method. We select 8 sport complexes among the eras and 133 out of 160 questionnaire were utilized. Tool research was questionnaire by 2 individual and expertise sections, and the validity were determined by Cronbach's Alpha ($\alpha = 88\%$). For categorizing the data's, we use descriptive and quantitative statistic such as mean, Standard Deviation, and frequency distribution. And inferential statistics and independent t-test to compare the difference between variables in the sports complex and the data analysis was done by spss16.

RESULTS AND DISCUSSION

Results

Research findings showed that %54/ 9 men and %45 / 1 women clients were fitness centers. % 56/ 6 public facilities and %43/ 6 were private centers. % 42/ 9 of clients was between 21 to 30 years, % 34 / 5 customers have had high undergraduate education and %28/ 6 customers have between one to two years of membership been having.

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Table1: Comparison of the areas of customer loyalty in public and private sports complex in Tehran

Loyalty districts	Club types	Numbers	Mean	Standard deviation	Degree of freedom	Test statistics	Level of significance
Loyalty	private	58	3/46	0/34	131	0/028	0/977
	public	75	3/38	0/78			
	Total	133	3/42	0/62			
Satisfaction	private	58	3/62	0/72	131	-1/6	0/022
	public	75	3/47	0/76			
	Total	133	3/53	0/74			
Change-costs	private	58	3/13	0/45	131	-1/009	0/325
	public	75	3/01	0/83			
	Total	133	3/06	0/69			
Service quality	private	58	3/47	0/48	131	-0/322	0/005
	public	75	3/35	0/72			
	Total	133	3/41	0/63			
Attention Selecting brand	private	58	3/14	0/56	131	0/89	0/375
	public	75	3/27	0/97			
	Total	133	3/21	0/81			

The results of this study indicated that, there was no significance difference between the attention for selecting a brand with loyalty and the change-cost with loyalty ($p > 0/05$). A significance relationship existed between the service quality with loyalty, and satisfaction with loyalty ($p < 0/05$).

Discussion

Overall customer loyalty, something that is effect an important commercial organization and services, especially in terms of profitability for the private sector. Thus, the new era that marketing slowly in to the age is services to attract loyal customers is a key factor and to determine the success an organization of private service and a competitive arena and to provide service is essential to sport the important factors consider and expected for customers or indentify and put miniature work.

According finding research between satisfaction and service quality with customer loyalty in private and public sport complexes significant was observed ($p < 0/05$). It can be state that the most important factor this difference that makes the difference is that between public and private sector objective, programs and how to manage and in the private sector the main goal is profit and interest maximum but in the public sector interest is considered.

In the private sector has the ability to quickly adapt with the environment but against the public sector is closed system. Hence, considering issues such as aim the private sector that to compete are private organizations, attract maximum customers and therefore profit too much. Therefore the customer satisfaction should be improved through the quality of services provided including appropriate equipment, appropriate response to customers, good service and understanding customer needs and effort to meet their demand is provided. These finding are consistent with the researches of Chandon (2004), Molinari (2004), Pedragosava and Correia (2009).

Other research findings is that among carefully selected brand with loyalty and change cost with loyalty in private and public sport complexes there were no significant difference. From the perspective the research provide optimal service quality and customer satisfaction point of view is very important. Klempere (1995), states when costs are changing brand due to increase service quality and customer satisfaction increase the more likely that customer remain loyal and will repeated the behavior purchase and less change in thought coming brand (Klempere, 1995).

Finally, can be stated that privatization with competition is associated and private sport complexes in order to attract customers and to re- use customer service and ultimately for more profit sport centers are

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more competitive that competition increase service quality that have been followed for customer satisfaction led to the present plan this customer (loyalty) is to use.

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