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**IMPACT OF SERVICE QUALITY ON THE SPORTS COMMITMENT
OF AEROBICS AND FITNESS CLUBS FEMALE CUSTOMERS IN THE CITY OF
SHIRAZ**

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ABSTRACT

This study aimed to investigate the relationship between the components of quality of service and sports commitment of aerobics and fitness clubs female customers in the city of Shiraz. Research in terms of purpose and in terms of procedure is the cross-correlation. The study sample included

All aerobics and fitness private clubs customers' woman in Shiraz using random cluster sampling

300 persons were selected as sample. In order to collect data from two standard questionnaires perceived service quality of China Liu (2008) and the Sky Sports obligation Nlan et al. (1993).

For analysis of data, descriptive statistics (mean, median, standard deviation and fashion) and inferential statistics (Pearson correlation, regression and path analysis) were used. Overall, results showed; That of trust, responsiveness and empathy of aerobics and fitness clubs with female customer sport commitment Shiraz significant relationship the results showed; 7% of the total variance changes in sport commitment , component is dependent on the quality of service variable response has the greatest impact on the sport commitment. Results of standard effect coefficients, in modification of structural equation indicates that the quality of service variable with impact factor of 6.10 affect to sport commitment also the trust factor 0.86, meet

0.79 confidence, 0.79, empathy 0.78 and tangibility 0.71, respectively, had the greatest impact on the sport commitment.

Keywords: quality, quality of service, sports commitment, aerobics athletes.

1. INTRODUCTION

Quality no meaning except what the customer really wants is, when the product is a quality that matches the demands and needs of the client. [1] Quality of service as one of the most important success factors of service organizations in the competitive environment Is taken into consideration [2. That the perceived quality is the customer judgments about the superiority or advantage of an object. Perceived quality is a form of attitude; but it is not linked to satisfaction and comparison of expectations with perceptions of performance results. Parasuraman et al., (1988) to identify the main factors shaping the quality of service, the next five below are identified and defined:

The quality of the concrete, including physical equipment, the personnel and the physical environment of the organization, and means having modern equipment and sports equipment and board quality and suitable space club.

2-confidence, ability to service promised to be precise and sure, other means reliability, fulfilling obligations; this means that if the gym on time served, methods of service

delivery and cost of the service promises, should act on it.

3. Accountability; Readiness and willingness to help customers and provide prompt quality services to customers. The Purpose of accountability is desire to contribute to the customer. This after the quality of service to show sensitivity and awareness regarding the requests, inquiries and customer complaints emphasized. Meet defined criteria, the length of time that the customer is forced to get help or answers to questions, wait.

4. Confidence; is Knowledge and skills of employees, courtesy and ability to win the confidence of customers and low risk and ambiguity. Competence and the ability of staff to instill a sense of trust and customer confidence to the gym.

5. Empathy; is ability to communicate with customers and special attention to each of them in order to realize their aspirations this means that due to the morale, with each of them is special deal. So convincing customers that they are important and they understand the club.

Lim (2006), stated that service quality directly affects customer satisfaction.

As well as customer satisfaction levels directly affect loyalty finally, high levels of customer loyalty directly affect future behavior of customer buying . Increase the level of service quality leads to customer satisfaction and encourage them to buy this product or use to service again. [2]

Desoza(1989), his study that found that 9 out of every 10 clients if they are not satisfied with the purchase will not return and Sanenber (1989), showed that 40% of them due to poor service are attracted to the other competitors while only 8% due to the high price of going to the other competitors as a result, they satisfy current customers leads to loyalty and increase frequency of purchase.

Typical customers more loyal customers spend to get the service or product

(Turkish farmer et al., 1390). So to understand and meet the expectations,

Efficient communication with customers and ultimately the creation and presentation of sports with them, the most important topics of interest to researchers and managers of service centers is in the sports industry. [3]

Participation in physical activity and sport as a behavior has always been considered of sports science professionals. In recent years, study and research on the behavior of sports

participation, more using concepts such as involvement, loyalty, intention and motivations was done (Casper and Andrew, 2008).

Commitment is one of the significant implications of today, to understand the psychological factors that determine the behavior of the used sports participation (Wilson et al., 2004).

Commitment, a psychological state that explains the persistence of behavior.

The concept of continuity in a sport motivation in sports usually applies.

Some theorists have proposed which reflects the commitment is resistance to change (Casper, 2007). The evaluation exercise to assess a person's resistance to change is the mindset which indicates the stability and resistance to encouraging efforts (such as an alternative activity) as well as a predictor of behavior (such as partnership commitment) is. Commitment and perseverance of the people of the duties described stability and loyalty and adherence to a predicted behavior (Wilson et al., 2004).

According to what was mentioned about the concept of commitment. The use of the term continued study of research on participation in sport seems useful.

Research Scanlan et al. (1993), using the theoretical foundations in organizational

behavior and social commitment and applying the concept of commitment in the field of sports, resulting in a sport commitment model was presented. In this model, the sport commitment defined as the willingness and determination to continue to take part in a particular sport or generally exercise. The assessment factors (factors) shows that determine athletic commitment, the attachment and attachment people to participate in sports activities. Thus, the sport commitment,

Theoretical framework to study the principles of motivational persistence or continued participation in sports provides. In this model, the five factors as

The main components of a decisive commitment to the sport. These components include:

Enjoy sports, alternative participation, partnership opportunities, personal investment and social pressures.

Requires commitment and frequency of customer visits is high service quality. [1] Top quality leads to better performance and benefits such as trust, loyalty customers, meet their needs, market share growth and productivity for organizations brings. [4] It is likely that increasing customer satisfaction while increasing service quality. This attitude encourages the customer to re-

purchase the product or service using again. [2]

As well as the quality of service leads to customer commitment, his desire to return, stability shopping, increase endurance and patience customer service possible shortcomings in the future, positive publicity about the organization [4].

Mahmoodi et al (1389) in the course of to examine factors associated with customer loyalty in fitness centers in Tehran came to the conclusion that

Optimal service quality the most important role in customer loyalty in the fitness centers. So here is the question that is any relationship between the components of the quality of service and sports commitment of aerobics and fitness clubs female customers in Shiraz?

2. RESEARCH METHODOLOGY

The research methodology is descriptive and correlational. The study population was including all private clubs aerobics and fitness female customers in Shiraz. At least had three months of exercise in the gym, 32 clubs were licensed to operate.

A sample of random cluster sampling was used and thus out of the 10 districts of the municipality of Districts 1, 2, 5, 8 and 9 of Shiraz municipality due to the geographical distribution as the main clusters were

selected and in every area of the club was chosen 3 and at the end of each club 10 customers who are eligible (three months of exercise), respectively, were selected randomly. Accordingly, for greater certainty, a total of 300 questionnaires distributed among the clients, of which 241 were returned. Data collection tools include:

- Questionnaire perceived service quality of China Liu (2008), based on the Srkval Parasuraman et al (1988) was designed. The questionnaire consisted of 22 questions in 5 sections tangibility (4 items), reliability (5 items), empathy (5 items), response (4 items), and commitment (4 items) club and on the continuum Likert scale (scale of five options) it is set. The research Sajjadi et al (1390) reliability reported $\alpha = 0.91$. The research Mohammadi et al (1390) reliability reported $\alpha = 0.91$.

- The standard questionnaires sports commitment Scanlan et al. (1993):

The questionnaire consists of 26 items a self-assessment scale (material) and the five elements is showing the desire and

determination to continue the participation of the individual in the exercise. Commitment and fun sports (9 items) and key component of titles, alternative pastime (4 items), private investment (3 items), social pressure (6 items) and the opportunity to participate (4 items) is named.

Such as news items and the question is presented. The answer to each item based on the Likert scale from strongly disagree (1) to strongly agree (5) was scored.

The research Mirhosseini et al (1391) reliability reported $\alpha = 0.70$. Nowrooz in R SH, et al (1391) reliability reported $\alpha = 0.89$.

The initial model structural equation modeling study is shown in Figure 4-1.

Model structural equation modeling study using the software AMOS-20

With maximum likelihood method was tested. In Figure 1, the initial analysis studies on the state standardized coefficients are shown. Table 1 multiplier effect of the statements of each of the initial model structural equation modeling study shows.

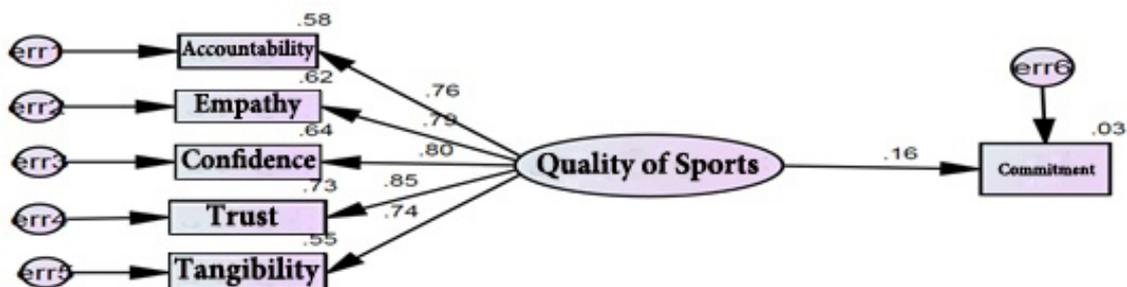


Figure 1: The basic model of structural equation modeling study

Table 1: multiplier effect of the statements of each of the initial model structural equation modeling study

Significance level	Standard Coefficients	Standard Error	Non-standard coefficients	Direction	
				Predictive variable	criterion variable
	0.741		1.000	Tangibility	Quality of Sports
***	0.852	0.074	1.097	Trust	
***	0.797	0.063	0.835	Confidence	
***	0.789	0.081	1.048	Empathy	
***	0.760	0.092	1.154	Accountability	
.009	0.160	0.047	0.124	Quality of Sports	Commitment

***p<0/0001

As Table 1 shows, the standard variable coefficients of tangible effect 0.74, confidence 0.85, confidence 0.79, empathy 0.78 and accountability 0.76 significant on the sports quality factor (p<0.05). Also, standard effect coefficient of quality of sports variable 0.16 significant on the commitment (p<0.05).

Therefore, the effect of the predictor variables on criterion variables, statistically significant. Indicators of the conceptual model are presented in Table 2.

According to fitting indicators report, the context of this research is a good fitness

level, However RMSEA indices and ratios $\frac{\chi^2}{df}$ Is not at an acceptable level.

So, the model is modified.To this end, the proposal Appa significant error connected to each other. Modification of structural equation modeling study is shown in Figure 2.

In Figure 2, modified standardized coefficients are shown in the present study. Table 3, the coefficient of each of the statements of the effects of the modified structural equation modeling study shows.

Table 2: Indicators conceptual model

IFI	CFI	TLI	RFI	NFI	RMSEA	χ^2	df	χ^2/df	Indicators
0.95	0.95	0.92	0.90	0.94	0.11	5.25	9	47.303	Conceptual Model
					>0.8	<0.08	<3		Good condition

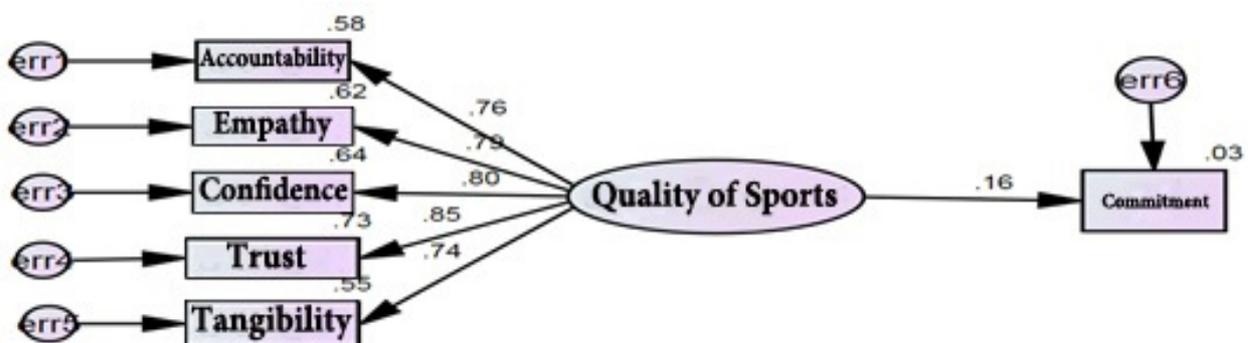


Figure 2: modification of structural equation modeling study

Table 3: multiplier effect of the modified version of any of the statements of structural equation modeling study

Significance level	Standard Coefficients	Standard Error	Non-standard coefficients	Direction	
				Predictive variable	criterion variable
	.711		1.000	Tangibility	Quality of Sports
***	.860	.080	1.153	Trust	
***	.792	.072	.864	Confidence	
***	.787	.098	1.088	Empathy	
***	.798	.115	1.263	Accountability	
.006	.168	.049	.136	Quality of Sports	Commitment

***p<0/0001

As Table 3 shows, the standard variable coefficients of tangible effect 0.71, confidence 0.86, confidence 0.79, empathy 0.78 and accountability 0.79 significant on the sports quality factor (p<0.05). Also, standard effect coefficient of quality of sports

variable 0.16 significant on the commitment (p<0.05).

Therefore, the effect of the predictor variables on criterion variables, statistically significant. Indicators of the conceptual model are presented in Table 4.

Table 4: Indicators conceptual model

IFI	CFI	TLI	RFI	NFI	RMSEA				Indicators
1	1	1	0.98	0.99	0.007	1.01	5	5.068	Conceptual Model
					>0.8	<0.08	<3		Good condition

The main indicators fitted reported, including RMSEA, NFI, RFI, TLI, CFI, Chi-Square and IFI can be seen in Table 9 show all memorized value and appropriateness of this research is the conceptual model, Therefore, the proposed model is confirmed.

DISCUSSION AND CONCLUSION

Pearson correlation test results showed that the reliability, responsiveness and empathy with sports commitment aerobics and fitness clubs female customers in Shiraz have significant. According to what was said in previous chapters, confidence, ability to service are promised to be accurate and reliable.

Other means reliability, commitment, ie if the gym on time served, methods of service delivery and cost of the service promises, we have to act (Sajjad et al., 1390).One of the possible reasons, higher average component reliability at the private sports club. an important part of good service quality, handle complaints.

Complaints and demands of our customers for opportunities to communicate with customers of the private club managers which enhance mutual confidence between the customer and the club. The results of this research with the research and Alksandrys Theodorakis (2008), which states thatreliability is consistent as the most

important factors affecting the loyalty of professional football viewers in Greece, so it seems full identify clients such as record date, the contracts and payments, identify problems customers, respect of privacy and loss due to inadequate customer service and safety, enhances athletic commitment among customers.

According to the material presented in previous seasons, accountability, readiness and willingness to help customers and provide prompt quality services to our customers. In order to meet the desire to contribute to the customer. This after the show sensitivity and awareness regarding the quality of service requests, inquiries and customer complaints emphasized. Meet defined criteria, the length of time that the customer is forced to get help or answers to questions, wait. [4] Among the possible reasons for better accountability in private clubs it could be that these clubs will provide suitable information about the service. Another possible factor is also private club professional staff with high PR and justified their use that public services and how to deal with customers with adequate notice. Thus, according to the findings of the study the significant difference between the quality of service and its components (Reliability, responsiveness,

and empathy) is a private club. the finding Ali friends and colleagues (1389), Mahmud and colleagues (1390), Sajad and colleagues (1390), Farahani et al (1392), organ and colleagues (1393) and Ftyvns (2005) is consistent. So it seems that customer identification information such as timely and oral explanations to customers, giving a great service to customers, handle customer needs, helping customers

Increased sporting commitment among customers.

According to what was stated in previous seasons empathy, is the ability to create customer relationship and special attention to each of them in order to realize their aspirations this means that due to the morale ,each of them is a special deal.

So that customers be convinced that they are important and they understand gym.

Thus, private clubs, compassion and resolve customer problems and lack of preparation and expertise in support of the customers there.

According to the Turkish agricultural research et al. (1390), empathy hedging relationship more meaningful and more powerful predictor of future intentions of customers, and also Li (2010) noted that the quality of services offered in the golf clubs the intention of re customers are significant.

His own research suggests that empathy scale in one of the most important predictor of customer loyalty is strong.

Thus, our results with the results of Lim (2006), Mahmoodi (1389), Hak Lee (2010) and farmers leave (1390) is consistent. According to results it seems that customer identification information such as understanding customer needs, respecting the rights of customers, help customers, according to customers' expectations and reasonable working hour's club increased sporting commitment between customers. Regression analysis showed that 7% of the total variance

Variable sports commitment is dependent on the quality of service component. Variable response also had the greatest impact on the sport commitment. So with regard to the former, accountability, readiness and willingness to help customers and provide prompt quality services to our customers. In order to meet the desire to contribute to the customer .This dimension of service quality on show sensitivity and awareness regarding the requests, inquiries and customer complaints emphasized. Meet defined criteria, the amount of time a customer has to wait for help or answers to questions, [4]. Among the possible reasons for better accountability in private clubs it could be that

these clubs will provide suitable information about the service. Another possible factor is also private clubs and public relations professional staff up and justified their use that public services and how to deal with customers with adequate notice. Thus, according to the findings of the study the significant difference between the quality of service and its components (reliability, responsiveness, and empathy) in a private club that this finding Ali friends and colleagues (1389), Mahmoodi and colleagues (1390), Sajjad and colleagues (1390), Farahani et al (1392), organ and colleagues (1393) and Ftyynvs (2005) is consistent. So it seems. Identification of customer information including timely and oral explanations to customers, giving a great service to customers, handle customer needs, helping customers increased sporting commitment among customers. The standardized effect coefficients in the structural equation model of research showed that the quality of service with an impact factor of 0.61 on sport commitment has effect , The trust factor 0.86,

Accountability 0.79, reliability 0.79, empathy 0.78 and tangibility 0.71 had the highest impact on the sport commitment. So with regard to the former, confidence, the ability to perform accurate and reliable is the

service promised. Other means trustworthiness, fulfilling obligations; this means that if the gym on time served, methods of service delivery and cost of the service promises, we have to act (Sajjad *et al.*, 1390). The possible cause, average component is higher confidence in the private sports club. An important part of good service quality, handle complaints. Complaints and demands of the customers for opportunities to communicate with customers the private club managers which enhances mutual confidence between the customer and the club.

The results of this research with the research and Aleksandrys Theodorakis (2008), which states that reliability, is consistent as the most important factors affecting the loyalty of professional football viewer in Greece . So it seems full identify clients such as record date, the contracts and payments, identify problems customers, respect of privacy and loss due to the inadequacy of services and safety of consumers increased sporting commitment among customers.

3. APPRECIATION

Infinite thanks to God Almighty, creator of the most obvious attributes of kindness and generosity. Thanks to the grace and forgiveness of God that everything in this world is endless. Appreciating the educated

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