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**RELATIONSHIP BETWEEN QUALITY OF SERVICE AND CUSTOMER
SATISFACTION AND LOYALTY IN PRIVATE AND PUBLIC INDOOR PLACES
KAZEROON CITY**

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ABSTRACT

The purpose of this study was to investigate the relationship between service quality and customer satisfaction and loyalty indoor sports facilities in Kazeroon is public and private.

Descriptive and correlation study, which was carried out in the field. The study sample, use indoor sports halls in Kazeroon that at least six months had a history of sports hall facilities. In this study, 420 public and private clubs clientele (233 out of 187 clubs and private clubs in the state) and sport activities in the club had at least six months, using random sampling, for example, were selected. Data Questionnaire China Yi Liu (2008), the narrative content and its formal approval by the professors and reliability through alpha coefficient was (0.91). To analyze the data, Mann-Whitney U and Spearman correlation coefficient was used.

The results showed that the variable quality of service and customer satisfaction in the public and private clubs significant relationship exists. The results also showed that the quality of service and customer satisfaction clubs and private indoor that means there is a significant difference between the two variables of service quality and customer satisfaction in private clubs was more than public clubs. The variable quality of service and customer loyalty as well as between the public and private clubs in significant relationship exists. The results also showed that the quality of service and customer loyalty clubs and private indoor that means there is a significant

difference between the two variables of service quality and customer loyalty in private clubs was more than public clubs.

Since customer satisfaction than private sports clubs and sports clubs in the state, the authorities should be more emphasis on privatization policies; especially in sports clubs have sports.

Keywords: Quality of Service, Satisfaction, Customer Loyalty, Gym Indoor Public and Private

INTRODUCTION

Service quality management, including management of new issues that, in recent years, is taken into consideration, as competition occurs between the institutions, they have different ways to revitalize their organizations are investigated, and innovations are applied so that they can attract customers [1]. Customer satisfaction is the starting point for the establishment of a long-term relationship between the customer and the organization. Today, customer satisfaction is not enough and institutions should not be satisfied with their customers' satisfaction. They should ensure that customer satisfaction, are loyal. Studies have shown that 4 to 6 times less than the cost of retaining an old customer of the cost of trying to attract new customers. In short, concepts such as quality of service, satisfaction and understanding of the basic relationship between the customer and consequently to survival and profitability of companies and organizations [2].

Sport, one of the most important and basic health, vitality of society and increase

national productivity, so that, according to physical activity in the developed world has an important role in economic growth. Given the importance of mobility and the role of physical activity in daily life and public health, and the importance of sports fields in this area, important factors that, in order to attract people to the sports fields, the most important factors in ensuring their participation in physical activity, provides an opportunity to focus on opportunities in sport and physical activity. Then, with continuous efforts and methods of sport marketing to research and find the specific interests and needs of their people to exercise, recreational and physical activities, and places prepare, and provide services that People can hours away from family and social issues, sports and physical activity have [3].

This study considers the relationship between quality of service, satisfaction and loyalty, in public and private venues in Kazeroon city, and analysis of, and in the end, be able to identify the factors provide solutions to small

but significant role both for owners of sport facilities for customer satisfaction and increase profitability, and for customers to achieve their desires and needs, play. To measure the quality of service, a variety of tools designed one of the most popular and most useful tools SERVQUAL scales, which by Parasuraman et al (1988) was designed [4]. With increasing competition in the sports industry, quality of service, has become the most important condition for the success of the sport institutions. The main purpose of sports organizations, providing opportunities to the satisfaction of the users draw. The goal originated from the belief that users are very satisfied with their experience, with a high probability of their behavior, repeated, and the support of the Institute [5]. Therefore, the quality of services and satisfaction, can be used as indicators to assess the effectiveness of marketing activities, are discussed. Kazeroon city, the province's largest cities, is, and athletes in many sports, work professionally, even in some fields, especially in the fields of theater, in the first letter out, Given that, the city invested heavily in indoor sports facilities, has been in previous decades, and many people spend their leisure time on their sport, and they want an indoor sports facilities, are the question arises whether these places have been able to satisfy our customers

by improving service quality sports increase. Also, in Kazeroon city, one of the largest cities in Fars province, is a significant percentage of the city, the sport, as an important issue, look at the health of body and soul, and exercise part of their daily activities, is, and most people, according to the climate of the city, to meet this need, the indoor sports facilities are, therefore, meet customer satisfaction through improved quality of service, it seems necessary.

Therefore, the aim of this study was to determine the relationship between service quality and customer satisfaction and loyalty in public and private places in Kazeroon city is covered. To use the results of this study to find ways to increase the quality of service provided and consequently increases customer satisfaction in the public and private sports facilities.

SUBJECTS AND METHODS

This descriptive and correlation research that has been done in the field. In this study, the relationship between service quality and customer satisfaction in private and public spaces covered in Kazeroon is examined. The study sample to all customers in Kazeroon indoor sports facilities (25 private and 20 indoors state) comprised of at least 6 months had a history of these places. Morgan krejcie study sample were determined using

statistical tables. We were selected. Finally, after removing the damaged questionnaire of 420 questionnaires were usable and fully answered. The results based on the number of questionnaires were prepared. To collect information, a questionnaire Yi Chin Liu thesis (2008) was used. The questionnaire used in the survey with 58 questions in three sections: demographic characteristics, evaluation of service quality, satisfaction and loyalty measurement clients. The degree of importance of each of the questions on the questionnaire Likert scale from strongly disagree (1) to strongly agree (5) were ranked. Face and content validity of the questionnaire given to the views of professors of Sports Management was 9 tons. To confirm the reliability of a preliminary study of 30 questionnaires a gym and a private club clubs were distributed randomly among the customers using Cronbach's alpha coefficient of reliability of the 0.91 respectively.

Then, to analyze the data, descriptive and inferential statistics (classification of raw scores, table design, distribution, and calculating the scattering parameters such as mean, standard deviation, variance, analysis of the demographic characteristics) used is. Cronbach's alpha test, the reliability of the questionnaire was used. The normal distribution of data, using Kolmogorov-

Smirnov (KS) was determined by the Spearman correlation coefficient and Mann-Whitney U-test, the significant level was $P \leq 0.05$.

RESULTS

Table 1, the many examples of research in the public and private clubs show.

Table 1 is observed that 20 clubs (44.4%) and 25 State Club (55.6 %) are private.

Test data to determine the normality of Kolmogorov-Smirnov test was used according to the $P \leq 0.05$ resulting data distribution is not normal and non-parametric Spearman correlation coefficient and Mann-Whitney U test was used.

The results can be seen from table 2 that the two clubs since $P = 0.0001$ and $P < 0.05$, so the null hypothesis is rejected. Therefore it can be concluded between service quality and customer satisfaction in a private indoor places ($r = 0.743$) and government ($r = 0.368$) is significant and positive.

The results can be seen from table 3 that the two clubs since $P = 0.0001$ and $P < 0.05$, so the null hypothesis is rejected. Therefore it can be concluded between service quality and customer loyalty in a private indoor places ($r = 0.655$) and government ($r = 0.515$) is significant and positive.

According to **Table 4** is observed between the quality of service and customer satisfaction as

well as private and public clubs in Kazeroon is significant. We see that the average rating of the quality of services in Private Clubs (Mean=266.76) most of the clubs in the state (Mean=140.41) and the average customer satisfaction ratings in Private Clubs (Mean=23.265) more public clubs (Mean=142.31) and the average level of

customer loyalty in private clubs (Mean=265.62) most of the clubs in the state (Mean=163.04) has therefore reached the conclusion that the quality of service and customer loyalty a more private clubs, public clubs is therefore a quality of service and customer satisfaction, we note that most of the private clubs to state club.

Table 1: Distribution of customers according to the club

Variable	Frequency	Percent
State Club	20	44.4
Private club	25	55.6
Total	45	100

Table 2: Results of Spearman correlation coefficient between the components of service quality and customer satisfaction

Quality of Service	Number	Customer Satisfaction	
		r	P-value
Private club	233	0.743	0.0001
State Club	187	0.368	0.0001

Table 3: Results of Spearman correlation coefficient between the components of service quality and customer loyalty

Quality of Service	Number	Customer Satisfaction	
		r	P-value
Private club	233	0.655	0.0001
State Club	187	0.515	0.0001

Table 4: Mann-Whitney U test results to determine the average rating of the quality of service and customer satisfaction

	Variable	Number	Percentile rank total	Percentile rank mean	U	Z	Sig
Quality of Service	Private club	233	62154	266.76	8678	-10.607	0.0001
	State Club	187	26256	140.41			
Satisfaction	Private club	233	61797.50	256.23	9034.50	-10.350	0.0001
	State Club	187	26612.50	142.31			
Customer loyalty	Private club	233	59791.50	256.62	11040.50	-8.723	0.0001
	State Club	187	28618.50	153.04			

DISCUSSION

This study, the satisfaction and loyalty of customers, the quality of services provided in the private and public indoor places, deals, to attract and retain customers to progress by managers of private and public places, pay. The results showed that the quality of service and customer satisfaction, in private indoor places, and a positive significant relationship exists; the results showed that the quality of service and customer satisfaction in public indoor places, significant and positive, which shows an increase in the quality of services in the private and public indoor places, increased customer satisfaction was. Hak lee (2010) points out that the quality of services provided at private golf clubs for women, importance and enjoys more attention than men [5]. Hak lee Courtesy of staff, customer satisfaction, effective or not, that results Rostami et al (2007) and Ghasem Zadeh et al (1390) in line [3,6], because it is also the conclusion reached that, treatment, management, coaches and staff of public and private sports centers, increasing customer satisfaction, it is important, as well as similar studies, including Howatt et al (2013), stated that, if we have satisfied customers, you should to all aspects of service quality, consider, because of sports, has its unique features, and higher levels of emotional attachment to the place

itself (very high emotional involvement), on the other hand, participants of sports (such as health services in commercial gyms or sports clubs university) provide various sports experiences, participants benefits for physical, mental and social well [7]. Also, according to the needs of customers, sports, often different and complex and unpredictable, the sport is difficult to understand the product and service, and then the result will be satisfied customers.

Then, the results showed a significant difference between the quality of services in the public and private sports facilities there. So that the operating private clubs, public clubs, more. The results show that the level of quality offered at private clubs, to state the club is higher, and private club managers, the more important this is. The reason could be that the club managers of government, lack of motivation and interest are competition, and more dependent on the government, and the cost of government, but private clubs, in the wake of higher profitability, resulting in try in the competition, are the best. Khatib Zadeh et al (2014), and Sa'at Chiian et al (2013), concluded that the quality of service, greater satisfaction, and private clubs, more than state the club is. Because, the results show the different dimensions of quality of service in a

private club, most of the state is a result of the satisfaction is higher [8,9].

Hak lee (2010) in their study of the role of service quality on customer loyalty private clubs, private clubs, sports and physical facilities, he stated that customer loyalty is the most important role [5]. He also sports modern equipment and provide space and a clean and tidy appearance adornment personnel, including plans of the customers knew this. So for sports clubs, increasing the quality of service that leads to greater loyalty in the private sector, it appears necessary.

Also, according to the results it was concluded that the quality of service and customer loyalty in indoor public places and there is a positive correlation. lin (2010), the most important factors affecting customer loyalty polite staff dealing with customers, favorable social atmosphere of the club, said customer service quality and good education teachers [1]. Ghohar Rostami (2007), states that the quality of training programs are highly correlated with customer loyalty. Thus, according to research findings, for sports clubs, increasing the quality of customer service, leading to the presence of this center, it seems necessary [3].

Pedragosa (2009) concluded that satisfaction is a variable that significantly with customer expectations and gym equipment, relevant

and important in determining the level of customer loyalty to the club. Howat et al (2013) stated that the perception of quality of service, the most effective predictor of customer satisfaction and repurchase fitness clubs in Australia [7]. Fasanghari (2011) stated that, Gym customer loyalty Gorgan government, more private, which is contrary to the results of the investigation, he reasons for this difference, small fee for customers and special discounts, as well as enough space and light. Halls, clubs and various government agencies represented [10].

Therefore, to increase customer loyalty, to increase the quality of service. Today, customer loyalty, as a recipe for increasing incomes in each institution, and we will try to focus on customer retention, and maintain relationships, rather than attracting new customers, in order to increase the number of participants.

The findings also showed that the difference between satisfaction and loyalty of customers, public and private club there. So, this is a private club, more than the government's. Customer satisfaction, positive feeling that, after using the product or service itself is created, and a general judgment and emotional, is. Kozechian et al (2009), Dost ghahgharaee et al (2010), Fasangharee (2011), concluded that private clubs, in order to

attract customers, followed by profitability, compete with other clubs, This competition, increased quality of service, in this club, and then, increase customer satisfaction are at the front of the profitability of state-owned club, the priority is, therefore, increase competition and quality of service Also, in these types of clubs, it does not matter [11,12,13]. Thus, based on the research findings, it can be concluded that the transfer of state-owned enterprises to the private sector, more than ever, consumers will provide resources. The findings suggest that, service quality, customer satisfaction, both indices effective marketing activities and marketing management, which, in private clubs, clubs far more than the government. This issue is caused due to various reasons, including differences between private sector and public sector targets, management and so on. In the private sector, the most important goal is profitability, while, in the public sector, public resources, is desired. The private sector has the ability to adapt to the environment, and in turn, the public sector has a closed system. These differences can cause the performance of the private sector, increase. Private sports clubs, the most important goal for the club's profitability. Therefore, managers of the club, all trying to attract customers, done, and the quality of service to

our customer satisfaction, increase. Given that the private sector could do better than the public sector, the government should remove barriers to the privatization of public support over the state of the club, rigor in the granting of a license, failure to provide loan facilities etc., Follow the implementation of Article 44 of the constitution, to pay.

So, according to the results, if the public and private authorities in Kazeroon indoor places, they have satisfied customers, you need to attract greater customer satisfaction and loyalty, the quality of their services, in all aspects, promote, and the results research, because more customers club, people are students, the club managers are recommended, extension of opening hours and days of their work schedule, so consider that, by allocating specific hours, this group is also the possibility of operation Most of the clubs have, and authorities put more emphasis on privatization policies in sport, particularly in sports clubs, are, also, recommended, clubs for their customers, the card is used; and clubs, to be aware of the level of customer satisfaction, with survey forms prepared by the views about the club informed.

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