

Customer Satisfaction Level of the Physical Facility Environment in a Fitness Center. (With special reference to Sugathadasa National Sport Complex Fitness Center.)

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Abstract: Many people utilize the fitness centers to getting healthy lifestyle and recently fitness centers became a trend of the society. As a result, fitness centers have been opened in business perspective as well as social welfare perspective in everywhere around the world and it is very popular among all agegroups. Customer satisfaction is very important in several ways, such as reduce churn and increase revenue, to attract new customers and create the differentiation. Therefore, the researchers had a problem that how fitness centers' physical environment facility affected on customer satisfaction. The main purpose of this study was to examine the relationship between customer satisfactions with physical environment facility in fitness centers. Explanatory research style and deductive research approach were used by the researcher. Simple random sampling method and closed ended questionnaire was used to collect data from the customers in Sugathadasa National Sport Complex Fitness Center (SNSCFC) in Sri Lanka. Cronbach's Alpha test (0.777) was suggested the validity of the questionnaire and it was distributed through 150 customers in SNSCFC. SPSS software was used for analysis and proceed the data. One-way ANOVA test suggested that the significance level is $P=0.230$ in the gender and perceived facility value. There are no significance differences between perceived facility value and gender. According to the chi-square test when the degrees of freedom are 4 and related value stands is 12.829 and as dig at. 0.012. Hence the null hypothesis isn't accepted. There is a significant relationship between the status of the physical environment facility and customer satisfaction. According to that, when the Gamma Value is 0.431 the research identified the significant association between customer satisfaction (CS) & physical environment facility (PEF)

Key words: Customer satisfaction, perceived value, Physical Facilities.

Date of Submission: 24-11-2017

Date of acceptance: 18-12-2017

I. Introduction

Sport has been very famous and competitive in the present World. Because of that we have to pay our attention about sport facilities. Mainly, sport facilities can be divided into two categories such as indoor facilities and outdoor facilities. Regular physical activity (PA) is a key component of a healthy lifestyle, which is beneficial to the quality of life (Guedes, Hatmann, Martini, Borges, & Bernardelli, 2012) In recreational sports, the core product is the set of items that influence customer perceptions of the quality of the facilities and services; and are identified as facilities sufficiency, facilities operations, services, and information (Howat et al., 1996). Specifically, the facilities and their availability, attractiveness, reliability, and ease of use are important determinants of satisfaction (Chelladurai & Chang, 2000). One peculiarity of sport is that it not only contributes to satisfying individual needs such as individual fitness, fun, and well-being, but also produces external effects like social integration, socialization, democracy, and public health (Heinemann, 2005). It is therefore in the interest of governments to foster sport participation. The availability of satisfactory equipment and facilities play a major role in sports development. Good sports programs can function at full effectiveness only when they are supported with effective equipment in good conditions (Aluko, 1999). Customer satisfaction is an important aspect of the success of all businesses, including sport. That are also associated with the economic profitability of organizations with their ability to increase revenue and reduce costs (mcdougal & Levesque, 2000).

In the present area sports become a golden place in the whole world. There for countries spent large amounts of money for developing their sport facilities, high-quality sports facilities should be created in the country to receive the best players in training. Fitness center or GYM is the one of indoor facilities in sport. Many people are using the fitness center for building their health, lifestyle, etc. At the present time Sri Lanka has many fitness centers in whole areas. And the lot of people uses this fitness center. In this situation customer satisfaction depends on many factors. Some of them are equipped, fee, and accessibility factors. Based on these factors, this research based on the relationship between customer satisfaction level on human and physical facilities in the fitness center.

II. Methodology

The Research is Explanatory. Because of this research, testing hypothesis and understand the relationship between variables. The basic theories directed in a hypothesis testing of customer satisfaction. To achieve the research objectives, this research has used a deductive approach was managed in this research to explore customer satisfaction in physical facilities in the fitness center.

These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures. In this research, collecting and analysis, numerical data and the empirical data are examined by chi square analysis. According to the research style and research approach, this is a hypothesis testing survey. In according to the assumption that assume through the questionnaire analysis were test by this and the study has done subject to the following hypotheses which formulated with the help of respective conceptual framework. Here alternative pointed out separately.

There was a relationship between customer satisfaction and physical environment, facilities in the fitness center. As this study was explanatory in nature, it was intended to collect primary data as much as possible. Deriving accurate information from field surveys was highly dependent upon the survey method customers. The Data collected from a questionnaire was developed for the customer's satisfaction and physical facilities in the fitness center. The questionnaires were designed to focus three categories.

III. Data Collecting And Analysis

The researcher used Sugathadasa National Sport Complex fitness center for this research Study area. The Sugathadasa National Sport Complex is the largest Stadium in Sri Lanka. Therefore, many people using this fitness center for their day to day exercises. Hence, the target group of this study was the customer satisfaction at SNSCF. In the research, sample is represented by the customers who are arriving to the fitness center. In the present, there are 3418 customers are registered in SNSCF. In this case, simple random sampling was as follows. The limitation of sampling only for five days is mainly in order to save time and as not to cause any inconvenience in the process of data collection. Therefore, based on the number of customers who has come to SNSCF, the percentage of the sampling was decided. Several pilot surveys were basically done according to the model building.

Here in this research, SPSS 22.0 statistical tool was used to present and analysis the data. When analyzing the data collected through the questionnaire the researcher used number of statistical tools, ANOVA, Chi-square. A hypothesis is formulated to investigate the relationship between customer satisfaction and physical environment facilities. In this case as statistical tool chi square test was used by the researcher. For the convenience of recognition, couple of hypotheses based on positive and negative ideas were formulated the sample frequency of male is 89 and female is 61 out of 150 participants. It means the participants' percentage is 40.7% of the sample. The male participants covered at 59.3% percentage of the sample. According to this survey data shows a higher level of male participation than female participation in SNSCF customers.

Affording to ANOVA analysis in the perceived value and gender. The ANOVA table shows that the overall not the significance of the gender and perceived facility value of the fitness center. It is statically not significant "P" value means "Sig" named in the table is higher than 0.05 in significant test. The researcher cannot see that the significance level is (P=0.230) in the gender and perceived facility value. There is no significance difference between perceived facility value and gender. A hypothesis is formulated to investigate the relationship between customer satisfaction and physical facilities. In this case as a statistical tool, chi square test was used by the researcher.

According to the chi-square test when the degree of freedom is 4 and related value stands is 12.829 and As dig at. 0.012. Hence the null hypothesis isn't accepted and there is a significant relationship between the status of the physical environment facility and customer satisfaction. According to that when the Gamma Value is 0.431. It means this value near to 0.30-0.99 strength there is a strong relationship is between Physical facility environment and customer satisfaction. However, it's unable to say it positive relationship or negative relationship.

Table 1 gives us an overall view of the customer satisfaction with the sub category of physical environment facilities in the fitness center. Music use for training is suitable in the club got the 1st position with the score of 656 (18.43%) Hall temperature is suitable for training & locker room got the 2nd position with the score of 623 (17.5%). Equipment is well arranged in the club hall position is 3rd with the score 569 (15.9%). Exercise hall & locker room is clean 4th with the score of 494 (13.8%). There is modern and new equipment in this club got the 5th position on the score 478 (13.4%). Repair & replacement of equipment are timed in this club with the score 455 (12.7 %) gotten the 6 positions and lastly Club's dressing room is comfortable & convenient is going to 7 positions with the 284 (7.9%). The below chart (4-7) showed the rank level of physical environment facility satisfaction.

Table 1: About the Physical Environment Facilities								
Particulars	Level of customer satisfaction					Total Score	Percentage	Rank
	TDA	DA	N	A	TA			
1. There is modern and new equipment in this club.	4	35	46	59	6	478	13.430739	4 ¹
2. Equipment is well arranged in the club hall.	0	9	30	94	17	569	15.987637	3 ^{...}
3. Exercise hall & locker room is clean.	0	15	83	45	7	494	13.880303	5 ^{,1}
4. Hall temperature is suitable for training & locker room.	0	2	21	79	48	623	17.504917	2 ^{...}
5. Repair & replacement of equipment aretimed in this club.	4	32	73	37	4	455	12.78449	6 ¹
6. The club's dressing room is comfortable & convenient.	56	65	20	7	2	284	7.9797696	7 ^{...}
7. Music use for training is suitable in the club.	3	2	13	50	82	656	18.432144	1
						3559		

IV. Findings

According to the vision of SNSCF to make the Sugathadasa National Sports Complex Authority as the provider of first class International level sports facilities in Asia and to contribute towards the development of Sports in Sri Lanka improving other Sports Complexes in this stadium. This study has reached a number of findings as follow. In hypothesis test, some of the hypothesis are accepted and some of them are rejected. Gender and Education level not difference in perceived value. Age, Employment, Income level is accepted in perceived value. Physical environment facility and human facilities are havingsignificant relationship in customer satisfaction its value (0.012, 0.025). Many customers are accepted totally agree in helping to relax Perceived facility value. Immediately Music use for training in the club is the first rank level in physical environment facility satisfaction.

V. Conclusion

The findings reveal, how to influence physical environment, facilities on customer satisfaction atSNSCF. As far the relationship between independent variable and customer satisfaction are concerned. In order to make this sure, the researcher statically tested how to each perceived facility value is difference with demographic factors. All statistical tests which were scientifically undertaken, clearly provide that the there is a positive relationship between each independent variable and dependent variable. All of this chi square test is significant. Based on the findings, the researcher made a conclusion perceived facility values are positively associated with Age, employment, income level. Further, the physical environment facility is a significantly relationship in customer satisfaction.

VI. Recommendation

The following recommendations were made on the basis of the research. A systematic information system need to be erected for having past information relevant to the SNSCF. Meanwhile Customers need comfortable dressing rooms and they expect it in the fitness center. SNSCF need to develop their physical environment, facilities for their customers. Most of customers arrive to the SNSCF in the purpose of developing their health & fitness. For accomplishing this purpose facility needed to be developed.

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W.G.D. S Wehigaldeniya "Customer Satisfaction Level of the Physical Facility Environment in a Fitness Center. (With special reference to Sugathadasa National Sport Complex Fitness Center)." *IOSR Journal of Sports and Physical Education (IOSR-JSPE)* 4.5 (2017): 48-50.