

A Study on the Relationship Between Health Club Users' Perception of Service Quality and Use Satisfaction and Loyalty

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Abstract

The purpose of this study is to investigate the effect of health club users' perception of service quality on user satisfaction and loyalty. The purpose of this study is to investigate the effect of health club users' perception of service quality on user satisfaction and loyalty. In order to achieve this research purpose. In 2020, participants in health clubs over 20 years old residing in Gwangju Metropolitan City and Jeollanam-do were selected as the population and a total of 300 subjects (273 males and 127 females) were selected using a convenient sampling method. The data collected using this was statistically processed according to the purpose of analysis using SPSS 20.0 version. The results obtained through this research process are as follows. First, it was found that the health club users' perception of service quality had a partial effect on user satisfaction. Second, it was found that the service quality perception of health club users partially affected the loyalty. Third, it was found that health club users' satisfaction with use partially affected their loyalty.

Keywords: Health Club Users, Service Quality Perception, Satisfaction, Loyalty.

1. INTRODUCTION

In modern society, sports activities are essential for a healthy and happy life. In addition, the formation of values according to the various classes and motivations of people participating in sports activities brought about various changes in the purpose of participating in sports activities. Among the motivations for participating in these sports, exercise is mainly for one's health, but the tendency to exercise to improve one's body is increasing day by day. This means that the beauty of the body has an important influence on social life for modern people who are living through interpersonal relationships with people today [1]. Due to this social flow, the number of health club users increased, which led to the spread of health clubs. Health club managers will need to understand what, when, where, and how consumers will consume through a correct understanding and analysis of consumer purchasing behavior, and plan accordingly to consumers' preferences and seek continuous profit seeking. On the other hand, consumers' feelings about service quality affect their loyal behaviors, such as whether they will purchase the service again and recommend it to others, and consumers' evaluation of service quality affects various factors. In other words, scholars define customer satisfaction as a

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factor that greatly affects the loyalty of existing customers and the acquisition of new customers.

In the future, the domestic health club environment will change rapidly. In other words, many health club facilities will increase, and management or marketing activities are required based on service quality that can satisfy customer needs in health club management. This means that the service quality of these health club users is evaluated by the customer, and the consumer logic based on the user's loyal behavior absolutely acts.

In the future, the domestic health club environment will change rapidly. In other words, many health club facilities will increase, and management or marketing activities are required based on service quality that can satisfy customer needs in health club management. This means that the service quality of these health club users is evaluated by the customer, and the consumer logic based on the user's loyal behavior absolutely acts [2, 3]. In general, intensification of competition is inevitably accompanied by an increase in industry growth and acceptance, and in the service aspect, a business without a strategy has no choice but to self-destruct [4]. As the market matures and competition accelerates, it can be predicted that acquiring new customers will become increasingly difficult.

Therefore, it becomes more necessary to retain existing customers, and as a result, the customer's good impression, satisfaction, and service quality factors lead to customer loyalty, which is an important keyword in securing customers [5].

Therefore, the purpose of this study is to investigate the effect of health club users' perception of service quality on user satisfaction and loyalty.

2. ANALYSIS METHOD AND SURVEY TOOL

2.1 Study Subjects

In order to clarify the purpose of this study, the study subjects were selected as the population of health club participants aged 20 years or older living in Gwangju Metropolitan City and Jeonnam in 2020. Using the convenience sampling method, 273 males and 127 females, a total of 400 study subjects was selected as. The demographic characteristics of specific study subjects are shown in Table 1.

Table 1. Study Subjects

Variable		N	%
Gender	Female	127	31.8
	Male	273	68.3
Age	20's	84	21
	30's	196	49
	over 40	120	30
Income Level	200 or less	75	18.8
	More than 200-less than 300	190	47.5
	More than 300	135	33.8

2.2 Survey Tools

The detailed contents of the research tool are as follows. First, service quality perception was composed of five sub-factors: tangibility, reliability, responsiveness, certainty, and empathy, and was modified and supplemented with a 5-point scale according to this study [6]. Second, satisfaction with use refers to the degree

of satisfaction with the use of health clubs, and is composed of a single factor. The 5-point scale was modified and supplemented for use in this study [7]. Third, to measure neutrality, it consisted of three sub-factors: behavioral, attitude, and cognitive, and used a 5-point scale that was modified and supplemented according to this study [8]. The composition indicators of the questionnaire are shown in Table 2.

Table 2. Questionnaire Composition Indicator

Constituent Indicators	Sub-factor	Number of Questions
Demographic Characteristics	Gender	1
	Age	1
	Income Level	1
Perception of Service Quality	Tangible	4
	Responsibility	4
	Reactivity	4
	Certainty	5
	Empathy	3
Satisfaction with Use	-	4
Loyalty	Cognitive	2
	Attitude	3
	Behavioral	3

3. VALIDITY AND RELIABILITY OF THIS STUDY

3.1 Exploratory Factor Analysis

Table 3 shows the results of exploratory factor analysis, which is a validity test for perception of service quality.

Table 3. Service Quality Perception Exploratory Factor Analysis

Variable		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Certainty	Q15	0.770	0.113	0.045	0.246	0.099
	Q16	0.757	0.240	0.255	0.034	0.067
	Q17	0.639	0.338	0.217	0.112	0.121
Empathy	Q21	0.195	0.820	0.177	0.131	0.101
	Q20	0.207	0.805	0.096	0.201	0.105
	Q18	0.343	0.512	0.276	0.197	0.081
Reactivity	Q11	0.174	0.147	0.831	0.152	0.149
	Q12	0.210	0.165	0.759	0.234	0.135
	Q13	0.083	0.285	0.475	0.467	0.047
Responsibility	Q09	0.198	0.207	0.154	0.806	0.093
	Q08	0.136	0.136	0.238	0.780	0.132
Tangible	Q01	0.200	0.003	0.079	-0.029	0.852
	Q02	-0.125	0.227	0.226	0.152	0.755
	Q04	0.415	0.082	0.012	0.325	0.592
Eigen Value		2.140	2.019	1.861	1.855	1.771
Variance (%)		15.286	14.419	13.296	13.248	12.651
Cumulative(%)		15.286	29.705	43.001	56.248	68.899

According to Table 3, the items showing a high factor load (0.639 or higher) in factor 1 were three items of items 15, 16, and 17, which were related to certainty, and items 6 and 7 were removed because the factor load value was low. The items showing a high factor load (0.512 or more) in factor 2 are three items of items 21, 20, and 18, all of which are related to empathy. The items showing a high factor load (0.475 or more) in factor 3 were three items of questions 11, 12, and 13, which were related to responsiveness, and question 19 was removed because the factor load value was low. The items showing a high factor load (0.780 or higher) in factor 4 were two items of items 9 and 8, which were related to reliability, and items 5 and 14 were removed because the factor load value was low. The items showing high factor loading (0.592 or more) in factor 5 were three items of questions 1, 2, and 4, which were related to tangibility, and question 3 was removed because the factor loading value was low. And the cumulative ratio explaining the five factors of certainty, empathy, responsiveness, reliability, and tangibility of service quality perception was 68.899%. Such analysis results show that service quality perception factors were measured relatively properly.

Table 4 shows the results of exploratory factor analysis, which is a validity test for loyalty.

Table 4. Loyalty Exploratory Factor Analysis

Variable		Factor 1	Factor 2	Factor 3
Attitude	Q 05	0.877	0.255	0.107
	Q 06	0.694	0.274	0.393
	Q 04	0.692	0.149	0.156
Behavioral	Q 01	0.213	0.846	0.191
	Q 03	0.338	0.773	0.228
Cognitive Immersion	Q 08	0.102	0.275	0.645
	Q 07	0.208	0.238	0.631
Eigen Value		2.142	2.015	1.400
Variance (%)		30.598	28.779	20.005
Cumulative(%)		30.598	59.377	79.382

According to Table 4, the items showing a high factor load (0.692 or more) in factor 1 are items 5, 6, and 4, which are related to attitude loyalty. The items showing a high factor load (0.773 or more) in factor 2 are two items of items 1 and 3, all of which are related to behavioral loyalty. However, item 2 was removed because the factor load value was low. The items showing a high factor load (0.631 or more) in factor 3 are two items of items 8 and 7, all of which are related to cognitive loyalty. And the cumulative ratio explaining the three factors of loyalty, attitude, behavior, and cognitive was 79.382%. Such analysis results show that the loyalty factor was measured relatively reasonably.

3.2 Reliability Analysis

The results of the reliability analysis of this study questionnaire are shown in Table 5.

Looking at Table 5, Cronbach's α value of perceived service quality was 0.76-0.90, and Cronbach's α value of exercise commitment was .85-.81. In addition, Cronbach's α value of exercise duration was 0.76-0.80. In this study, the reliability coefficient for all factors, Cronbach's α , was found to be at a high level, indicating that it is a reliable item.

Table 5. Reliability Analysis

Factor	Sub-factor	Cronbach's α
Perception of Service Quality	Tangible	0.74
	Responsibility	0.75
	Reactivity	0.74
	Certainty	0.72
	Empathy	0.70
Satisfaction with Use	-	0.74
Loyalty	Cognitive	0.78
	Attitude	0.83
	Behavioral	0.71

4. RESULTS

For data analysis, the question arises with answers completed were collected, data with double entry or no-entry was excluded, and valid samples were coded according to the guideline of coding. The coded data was input individually into the computer, and then frequency analysis, exploratory factor analysis, reliability analysis and multiple regression analysis were done with the use of SPSS Windows 20.0 Version statistical program.

4.1 Effect of Service Quality Perception on User Satisfaction

Table 6 shows the results of multiple regression analysis to examine the effect of service quality perception on user satisfaction.

Table 6. Multiple Regression Analysis on the Effect of Service Quality Perception on User Satisfaction

Variable	Satisfaction with Use			
	B	SE B	β	t
Constant	0.619	0.234		2.652
Certainty	0.156	0.064	0.133	2.420*
Empathy	0.257	0.067	0.218	3.819***
Tangible	0.147	0.056	0.127	2.650**
Reactivity	0.174	0.060	0.156	2.912**
Responsibility	0.089	0.061	0.077	1.459
R ²	0.290			
F	32.169***			

***p<.001

Looking at Table 6, it was found that service quality perception in the final regression equation had a statistically significant effect on user satisfaction at the level of 0.1%. Specifically, it was found that the certainty of service quality perception had a statistically significant effect on user satisfaction at 5%,

responsiveness at 1%, and empathy at 0.1%. When looking at the beta (β) value, which indicates the relative contribution, it was found to have an effect in the order of empathy (0.218), responsiveness (0.156), tangibility (0.127), certainty (0.133), and reliability (0.077). Therefore, it was found that the explanatory power of service quality perception for user satisfaction showed 29% of explanatory power for all variables.

Considering these results, it can be said that human service has an important effect on user satisfaction. Therefore, I think the efforts of the health club operator are important in order to improve the human service of the employees through the interpersonal relationship between the leader and the customer who guides and manages them closest to the customer.

4.2 Effect of Service Quality Perception on Loyalty

Table 7 shows the results of multiple regression analysis to examine the effect of service quality perception on loyalty.

Table 7. Multiple Regression Analysis on the Effect of Service Quality Perception on Loyalty

Variable	Behavioral		Attitude		Cognitive	
	β	t	β	t	β	t
Constant		2.995		1.102		1.091
Certainty	0.152	2.990**	0.109	2.175*	0.192	3.634***
Empathy	0.281	5.339***	0.230	4.414***	0.219	3.992***
Tangible	0.138	3.109**	0.101	2.295*	0.191	4.138***
Reactivity	0.166	3.355***	0.194	3.966***	0.146	2.847**
Responsibility	0.088	1.804	0.206	4.271***	0.023	0.462
R ²	0.395		0.408		0.344	
F	51,444***		54.298		41.316***	

***p<.001

Looking at table 7, it was found that service quality perception in the final regression equation had a statistically significant effect on the behavioral, attitude, and cognitive factors of loyalty at 0.1% level. Looking at this in detail, first, it was found that service quality perception's responsiveness and empathy had a statistically significant effect on behavioral loyalty at 0.1%, certainty at 0.1%, and responsiveness at 1% level. When looking at the beta (β) value, which indicates the relative contribution, it was found to have an effect in the order of empathy (0.281), reactivity (0.166), certainty (0.152), reactivity (0.166), and reliability (0.088).

In addition, it was found that empathy, responsiveness, and reliability of service quality perception had a statistically significant effect on attitude loyalty at 0.1%, certainty, and tangibility, statistically, at 5% level. When looking at the beta (β) value, which indicates the relative contribution, it was found to have an effect in the order of empathy (0.230), reliability (0.206), reactivity (0.194), certainty (0.109), and tangibility (0.101).

It was found that certainty, empathy, tangibility, and responsiveness of service quality perception affect cognitive loyalty at 0.1% level and responsiveness at 1% level. When looking at the beta (β) value, which indicates the relative contribution, it was found to have an effect in the order of empathy (0.219), certainty (0.192), tangibility (0.191), reactivity (0.141), and reliability (0.023). Therefore, it was found that the explanatory power of service quality perception for loyalty showed the explanatory power of behavioral loyalty 39.5%, attitude loyalty 40.8%, and cognitive loyalty 34.4% for all variables.

Considering these results, as for the perception of service quality, David [9] and Howard [10] stated that the most important factor in the sustained behavior of sports consumers is the management ability of existing customers rather than attracting new customers, and this is the It is said that it acts as an important factor in securing a competitive advantage in the sports consumption market. This indirectly supports the correlation between service quality perception and loyalty because the perception of service quality established in this study can be seen as a factor that manages existing customers and provides convenience. In addition, in the study of Park [11], service quality perception refers to the evaluation of tangible and intangible golf-related services, and it is revealed that it is a factor that ultimately directly affects customer satisfaction and loyalty through service value and facility image. It supports the validity of the variable setting in this study.

4.3 Effect of User Satisfaction on Loyalty

Table 8 shows the results of multiple regression analysis to examine the effect of user satisfaction on loyalty.

Table 8. Multiple Regression Analysis of the Effect of User Satisfaction on Loyalty

Variable	Behavioral		Attitude		Cognitive	
	β	t	β	t	β	t
Constant		27.511		24.962		21.231
Satisfaction with use	.232	4.769***	0.216	4.421***	0.322	6.783***
R ²	0.395		0.408		0.344	
F	51,444***		54.298		41.316***	

***p<.001

Looking at Table 8, in the final regression equation, it was found that user satisfaction had a statistically significant effect on behavioral, attitude, and cognitive factors of loyalty at 0.1% level. Looking at this in detail, first, it was found that user satisfaction had a statistically significant effect on behavioral loyalty at the level of 0.1%. When looking at the beta (β) value representing the relative contribution, it was found to be 0.232. In addition, it was found that the satisfaction level of use had a statistically significant effect on the attitude loyalty at the level of 0.1%. When looking at the beta (β) value representing the relative contribution, it was found to be 0.216. User satisfaction was found to have a statistically significant effect on cognitive loyalty at the level of 0.1%. When looking at the beta (β) value indicating the relative contribution, it was found to be 0.322. Therefore, it was found that the explanatory power of user satisfaction for loyalty showed the explanatory power of behavioral loyalty 5.4%, attitude loyalty 4.7%, and cognitive loyalty 10.4% for all variables.

Considering these results, these emotions make customers repurchase through satisfaction with the company's products and services over a long period of time, and are expressed in activities such as word-of-mouth activities and payment of premium prices to recommend to others [12]. As such, loyalty has been studied to be related to repeated purchases of specific brands, stores, and corporate products, and it can be said to be an important variable that affects sales. Loyalty can be defined as the tendency of consumers to attach themselves to a specific brand, store, or company. In other words, it is defined as an emotional state of attachment or affection towards products and services.

5. CONCLUSION

The purpose of this study is to investigate the effect of health club users' perception of service quality on user satisfaction and loyalty. The results obtained through the research procedure to achieve these research objectives are as follows. First, it was found that the health club users' perception of service quality had a partial effect on user satisfaction. In other words, it was found that the higher the perception of service quality perception, reliability, responsiveness, certainty, and empathy, the higher the user satisfaction. Second, it was found that the service quality perception of health club users partially affected the loyalty. In other words, it was found that the higher the perception of service quality perception, the higher the tangibility, reliability, responsiveness, certainty, and empathy, the higher the recognition of loyalty. Third, it was found that health club users' satisfaction with use partially affected their loyalty. In other words, it was found that the higher the user satisfaction was perceived, the higher the loyalty was. Combining these results, it can be seen that the perception of service quality for health club users has a close influence on customer satisfaction and loyalty. Therefore, in order to activate the health club operation, service quality perception, customer satisfaction, and loyalty relationship should be well utilized. In addition, a qualitative study, which is a longitudinal study of service quality perception, customer satisfaction, and loyalty factors, will be needed for follow-up studies.

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