

Service Quality and Satisfaction Fitness Center in Bangkok

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Abstract— This study aimed to study 1) to study the service quality of Real Gym, 2) to study the level of satisfaction of Real Gym services, The results of the study showed that most of the respondents were male, aged between 26-30 years old, bachelor's degree, average monthly income. 20,001-25,000 baht and employment / company employees The service quality of Real Gym is overall very satisfactory. Hypothesis test results Personal information for income education, number of times used / week Are satisfied with We offer different real gym services, gender, age, occupation and gender. Affect the satisfaction of Real gym services However, the quality of service in terms of service was not different. Trust Customer response Customer confidence And understanding and knowing the customer as a whole correlated with the satisfaction of Providing real gym services at a high level in the same direction Service quality The concrete aspect of the service Trust Customer confidence and understanding and knowing customers Influence on the satisfaction of Real gym services Statistically significant at a level of 0.50.

Feedback from the study The concrete aspect of the service Management should add new equipment such as various accessories of each type of equipment, including the arrangement of the equipment to be comfortable to use. The equipment is cleaned regularly.

Trust Executives should develop service personnel by sending employees to training at fitness institutes. To increase efficiency for employees to be ready to provide correct and suitable services. And systems that secure customers' personal information

Customer confidence Administrators should coordinate with the Ministry of Public Health to check your gym so that your gym can receive it. Standard certification from the Ministry of Public Health To increase the confidence of users Understanding and knowing customers Management should set up a service provision that shows consistent customer care, helping to resolve customer problems as required in a timely manner.

Keywords— Real Gym **Keywords:** Quality, Service, Satisfaction, Real Gym

I. INTRODUCTION

The Thai fitness market has opportunities to expand from the behavior younger generation to use fitness services (Ramos, Esteves, Vieira, Franco, & Simões, 2021) According survey conducted by the National Statistical Office, the population aged 15-59 years exercising increased from 2% in 2007 to 16% in 2011. The tends to increase further. In line with the EIC questionnaire, the Gen Y (15-35 years old) indicates that 17% of

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the fitness industry is using fitness services. Big potential for expansion from report of International Health Racquet & Sports club Association. The share of Thai population using fitness is only 0.6% of the population, (Senakham, 2008) which is very low compared of national average in Asia of 8%. (Narinrat, Korakod, Amornphan, 2017) The trend of exercise has also created opportunities for other downstream businesses. (Harmon, 2007) Researcher would like for example the sports apparel and sports equipment business saw annual sales growth of more than 9% in 2010-2014, which grew only 5% faster than the past average growth. Also benefiting from this trend, for example, the supplement business grew at an average annual growth of 20% in 2010-2014, video exercise coaching business such as the T25 that proved successful in 2014 and the app business. Fitness app on smartphones that are becoming more and more popular (Siam Commercial Bank <https://www.scbeic.com/th> Date 18/12/2019)

From the above history, the students are interested in studying the (Mahamud Et.al,2021) quality of real gym fitness services. The results of the study will benefit entrepreneurs in the fitness center business in improving and developing their services to meet the needs of target customers.

II. OBJECTIVES OF THE STUDY

1. Study the service quality of Real Gym and level of satisfaction in using the Real Gym service.
2. Compare the satisfaction of using the service classified by personal information and study the relationship between service quality and satisfaction of Real Gym's services.

A. Study hypothesis

Different Personal Information, Different Satisfaction in Using Real Gym's Service. Service quality influences customer satisfaction of Real Gym.

B. Scope of Research study

In terms of content, Real Gym's service quality (along the canal two, Safari World) is based on the theory of service quality of Parasuraman (Parasuraman Zheitmal, & Berry, 1998) which consists of The concreteness of the service Dependability Response to customers Giving customer confidence Know and understand your customers And the concept of satisfaction Based on Millet's theory of satisfaction, which consists of Equal service Providing timely service Providing adequate service Continuous service And providing advanced services Demographic: The population used in the

study was the service recipients of the Real Gym (Along Canal Two Safari World).The duration of the study Starting from June 2020 - September 2020.

C. Research lecturer review

Service quality of theory of Parasuraman A, Zheitmal VA, Berry LL. SERVQUAL(1990) (Zeithaml, Parasuraman, Berry, 1990) Service quality is what every customer expects from their service. The customer will measure from the quality measurement tool. Service, which is a measure of quality from 5 aspects as follows

1. Tangibles means that services should be It is and tangible, with visible physical features such as office equipment and supplies, environment and Staff dress code, brochures and documents, noticeboards, cleanliness and tidiness of the office location. Let customers know that they are willing to serve. and customers can see the picture clearly (Lentell, 2000)

2. Trust (Reliability) means providing services on time as promised. With the customer, every service that is assigned to the customer must be accurate, appropriate and consistent, the customer information is collected and can be used quickly. We have enough staff to provide services and willingly help solve the problems that the customers arise. (Wiegmann, Rich, & Zhang 2001)

3. Responsive customer response refers to the promptness as the intention to Help Customers By providing fast service Do not wait in long lines and have to be enthusiastic. See customers and have to hurry to welcome to help. Inquire about using the service without neglect, the speed must come from the staff. And processes in providing efficient services (Reichhart, & Holweg, 2007)

4. Assurance to customers (Assurance) means service from employees who have Knowledge, ability to provide accurate information, work skills, and respond to customer needs. And good human relations Can make customers trust And feel safe, ensuring that Customers receive good service. (Vassiliadis, Priporas, Bellou, & Andronikidis, 2013)

5. Understanding and knowing customers (Empathy) means employees who serve each customer. With care and to be friendly and take care of customers as a criminal And inform various information to be informed, study the needs of each customer, there are some similarities and differences in some areas, used as a guideline for each customer service to create satisfaction (Clark, Murfett, Rogers, & Ang, 2013)

Satification theory of GymMillet (2012) said that the variable

satisfaction of the service (Satisfactory Service) or the ability to create satisfaction with service recipients. By considering the following 5 components

1. Equitable Service means justice in service. A job based on the motto that all people are equal Therefore, all service users will be treated equally and without discrimination in the service. All users of the service will be treated as Individuals using the same service standard (Hart,1974).

2. Timely Service means that the service must be viewed as Provide public services must be on time. If not on time will lead to dissatisfaction to the users. (CHTNG-LIAO, & ROSENSHINE (1993)

3. Providing adequate services (Ample Service) means that the public service must have Number of services and the right quantity at the geographical area, which Millet considers equality or being punctual would have no meaning if there were Insufficient amount of service and the location of the service creates injustice to the users (Abdullah, 2006)

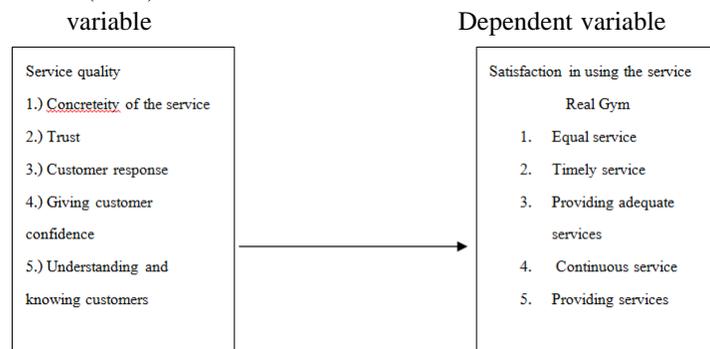
4. Continuous Service means providing public services that are to be consistent Based on the benefit of the public, not the satisfaction of the organization that Provide service that will give or stop the service at any time (Yasin, & Zimmerer, 1995)

5. Progressive Service means the provision of public services that are Quality Improvement and performance in other words Is that an enhancement or Ability to do more with the same resources from the aforementioned definition of service satisfaction, it can be concluded that service refers to any activity or undertaking in order to provide convenience to another person whose activity (Jamal, Taillon, & Dredge,2011)

6. Intangible can meet the needs of the recipient and can make a good impression or satisfaction with the service users The principle of service consists of equal service, timely service. Providing adequate service Continuous service Progressive service (Theodore,1981).

III. CONCEPTUAL FRAMEWORK FOR EDUCATION

From the study above The study used the theory of service quality and satisfaction theory to summarize and coordinate the conceptual framework. In the study of service quality, Real Gym has the following conceptual framework.



IV. RESEARCH METHODOLOGY

Subject education Service quality of Real Gym The objective of the study was to study Real Gym service quality, Real Gym service satisfaction, compare the satisfaction of Real Gym service providers by personal information and the relationship between service quality. Service and satisfaction of the fitness provider. Data from the study can be used as a guideline for operators of fitness center services that can be applied to improve the quality of service in order to increase customer satisfaction. Methods for the study are as follows:

A. Study Populations and Samples

Study population A customer of Real Gym service, selected a sample of 400 people. This study. Using the calculation for sample size without knowing the exact population of W.G. Cochran at 95% confidence level as follows

- $n = P (1-P) (z)^2 / (e)^2$
- Where n = sample size
- P = the percentage value to be drawn from the entire

population

- e = percentage error on sampling
- z = the confidence level set by the researcher Which are commonly used including Substitute $n = (.5) (1-.50) (1.96)^2 / (.05)^2$.

n = 384.16 example

The sample group was 384.16 people, but in this study Using a sample of the study of 400 people.

B. Statistics used in data analysis

Descriptive Statistics The statistics used were percentage and mean to describe the personal information of the respondents. Quality of Service Factors and User Satisfaction Real Gym Inferential Statistics are used for hypothesis testing. The statistics used were t-test, ANOVA analysis using F-test (One-way ANOVA) Correlation Coefficient and Multiple Regression Analysis.

THE RESULTS OF THE STUDY ANALYZED THE RELATIONSHIP BETWEEN SERVICE QUALITY AND SATISFACTION OF REAL GYM FITNESS SERVICE PROVIDERS

| Service quality | There is a relationship with the satisfaction of the fitness provider. Real Gym | | | |
|-------------------------------------|---|------|----------------------------|----|
| | r | Sig | Relationship level | N. |
| The concreteness of the service | .785** | .000 | high level of relationship | 4 |
| Trust | .822** | .000 | high level of relationship | 2 |
| Customer response | .770** | .000 | high level of relationship | 5 |
| Customer confidence | .806** | .000 | high level of relationship | 3 |
| Understanding and knowing customers | .909** | .000 | high level of relationship | 1 |
| Total | .764** | | high level of relationship | |

statistical significance at the .01 (2-tailed)

The quality of service was related to the satisfaction of Real Gym fitness providers. Trust Response side Confidence And care Overall, mean, medium-level relationship (r) = .519 ** Consider the relationship from the relative coefficient r in descending order as follows

The concreteness of the service Correlated with Fitness Service Provider Satisfaction Real Gym High Correlation Level Same Direction (r) = .785 ** Reliability The relationship with the fitness service provider Real Gym was very high, the same

direction (r) = .822 **. Customer response. Relationship with Fitness Service Provider Real Gym High Level of Relationship Same Direction (r) = .770 ** Customer Confidence Relationship to Real Gym Fitness Service Provider's Satisfaction Very high level of relationship, same direction (r) = .806 ** in understanding and knowing customers. Correlated with Fitness Service Provider, Real Gym, Very High Correlation Level, Same Direction (r) = .909 **

THE RESULTS OF COMPARATIVE DATA ANALYSIS WERE SUMMARIZED, THE QUALITY OF SERVICE INFLUENCED THE SATISFACTION OF REAL GYM FITNESS SERVICE PROVIDERS

| Service quality | Std. | | | | | |
|---------------------------------|------|-------|------|--------|-------|------|
| | B | Error | Beta | t | Sig | Test |
| (Constant) | .615 | .078 | | 7.926 | .000 | |
| The concreteness of the service | .069 | .031 | .073 | 2.195 | .029* | yes |
| Trust | .166 | .035 | .181 | 4.756 | .000* | yes |
| Customer response | .048 | .029 | .054 | 1.677 | .094 | no |
| Customer confidence | .079 | .029 | .098 | 2.677 | .008* | yes |
| | .481 | .029 | .595 | 16.835 | .000* | yes |

** Statistically significant at the .05 level.

The quality of service influenced the satisfaction of the fitness service providers. Real Gym found that the quality of service in terms of the concreteness of the service. Reliability and customer confidence Understanding and knowing customers had a statistically significant influence on the satisfaction of Real Gym fitness providers at the .05 level.

V. SUMMARIZING RESULTS, DISCUSSIONS, RESULTS AND RECOMMENDATIONS

1. Subject education Real Gym service quality It is intended to study personal data factors. Information about the quality of service Information about service satisfaction Compare the service satisfaction of Real Gym. Classified by personal information And to study the relationship between service quality and service satisfaction of Real Gym, total 400 sets of personal data

2. Study subject The service quality of Real Gym was found. Most of the respondents were male, aged 26-30 years with a bachelor's degree. Employment / company employee Average monthly income between 20,001 - 25,000 baht and the number of times you use the service / week 4 times or more.

3. The service quality of Real Gym. Studies have shown that The service quality of Real Gym was very high (4.08 average), consisted of tangibles, reliability and reliability. (Reliability) Customer Responsive (Assurance) Customer understanding and know (Empathy) with details as follows.

4. Integrity of the service (Tangibles), the overall picture is at a very important level (average 4.07), consisting of the location, the fitness center, the convenience of traveling to use the service. Fitness equipment is always modern and clean. Convenient placement of exercise equipment There is a posting or giving information on how to use the exercise equipment. There is regular cleaning and spraying of anti-cowite 19, body temperature monitoring and hand sanitizer. Are at a high level, respectively

5. Trust (Reliability) overall is at a high level of importance (mean 4.13), consisting of service personnel as agreed. The trainers are knowledgeable and knowledgeable in teaching. Every service is correct. The customer benefits and results are always considered to be of the utmost importance. Advertising publicity of the fitness center as it receives the service Employees can provide relevant health information as needed. Service users will receive the security of their personal information accordingly.

6. Responsive customer response (overall) is very important (average 4.13), consisting of employees who are ready and willing to serve. Employees are able to respond promptly to the needs of customers. The trainer has a step by step instruction. Employees are informed and recommend new exercise classes respectively.

7. In terms of customer assurance (Assurance), the overall level of importance (mean 4.04) consisted of: The trainers are knowledgeable in the service. Fitness has been certified standard. Trainers take care of exercise safety. The employees are reliable. And dependable respectively

8. Understanding and knowing customers (Empathy) overall is at a very important level (mean 4.04) consisting of Coaches take care of customers regularly. The staff provides services according to the needs of the customers. Employees can help resolve problems in a timely manner. Customer suggestions are listened with joy and willingness, and the employees have a clear understanding of your specific needs respectively.

VI. SATISFACTION IN THE SERVICE OF REAL GYM

According to the study, it was found that The satisfaction of real gym services was at a high level (average 4.03), consisting of Equitable Service, Timely Service, Ample Service.) Continuous service Providing a progressive service with details as follows:

1. Equitable Service The overall picture is at a very important level (mean 4.15), consisting of employees taking equal care to customers. Employees take care of customers equally. You are satisfied with the service of the fitness center staff. You are satisfied with the parking place of the fitness center respectively.

2. Timely Service The overall picture is of great importance (average 4.03), consisting of fitness centers open on time as specified. The trainer is able to teach clients for a specified period of time. Staff / trainers / fitness equipment In perfect condition all the time The service staff were fast in order.

3. Adequate Service (Ample Service), the overall picture is at a very important level (mean 3.94), consisting of sufficient employees for the customers who use the service. The number of equipment is sufficient to meet the needs of the customer. Toilets and showers are adequate to meet the needs of customers. The car park is sufficient to serve customers accordingly.

4. Continuous Service The overall picture is at a very important level (average 4.00), consisting of employees who have been well trained in service. There is preparation of staff / trainers for the service. Be prepared with the service. The trainer has recommendations on how to eat the correct order.

5. Progressive Service The overall picture is at a very important level (mean 3.93), consisting of trainers bringing new knowledge to introduce customers. Customers using the service feel the development of their bodies. Your figure has changed according to your goals. Your figure has been changed according to your goals accordingly.

To compare the satisfaction of real gym services classified by personal information

Hypothesis 1: Different personal factors were satisfied with the Real gym services

Different

According to the study, it was found that Personal information for income education, number of times used / week Are satisfied with We offer different real gym services, gender, age, occupation and gender. Affect the satisfaction of Real gym services The relationship between service quality and the satisfaction of service quality was not different. Real gym service

Hypothesis 1 Service quality was related to the satisfaction of Real gym services

According to the study, it was found that Service quality in terms of service concreteity Trust Customer response Customer confidence And understanding and knowing the customer as a whole correlated with the satisfaction of Providing real gym services at a high level in the same direction

Hypothesis 3: Service quality influences Real Gym's service satisfaction.

According to the study, it was found that Service quality The concrete aspect of the service Trust Customer confidence and understanding and knowing customers Influence on the satisfaction of Real gym services Statistically significant at a level of 0.50.

VII. FEEDBACK FROM THE STUDY

The study's recommendations are as follows:

1. The concrete aspect of the service Management should add new equipment such as various accessories of each type of equipment, including the arrangement of the equipment to be comfortable to use. The equipment is cleaned regularly.

2. Reliability Executives should develop service personnel by sending employees to training at fitness institutes. To increase efficiency for employees to be ready to provide correct and suitable services. And systems that secure customers' personal information

3. Customer confidence Administrators should coordinate with the Ministry of Public Health to check your gym so that your gym can receive it. Standard certification from the Ministry of Public Health To increase the confidence of users

4. Understanding and knowing customers Management should set up a service provision that shows consistent customer care, helping to resolve customer problems as required in a timely manner.

VIII. SUGGESTIONS FOR THE NEXT STUDY

Should study the factors of marketing mix that affect the decision to use the Real Gym service.

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