Analysis of Expectations and Perceptions of the Customers in Sports and Healthy Life Centers for Service Quality (Sample of Afyonkarahisar Province)

Yasir KOÇAK[1], Uğur TUKUL[1], Betül TOLAN[1], Hüseyin GÜMÜŞ[2], Ersan TOLUKAN[3]

Abstract

The purpose of this study is to analyze the expectations and perceptions of the fitness center customers related with the quality of service in Afyonkarahisar. A total of 340 participants (age: 25.03 ± 13.34), including 171 men (age: 23.51 ± 12.67) and 169 women (age: 26.57 ± 13.85) who used 11 different wellness centers in Afyonkarahisar were included in the study. The "Service Quality Assessment Scale" (LSP) developed by Lam (2000) and adapted by Turkish Gurbuz, Koçak and Lam (2012) was used as a data collection tool in the research. The HDQÖ consists of 4 sub-dimensions (personnel, program, locker rooms, facility) and a total of 34 articles. The scale is in likert type of 5 (1: I definitely do not participate, 5: I definitely Participate) and measures the expectations and perceptions of the participants from the wellness center. Independent samples t-test, descriptive statistics and One way Variance Analysis (ANOVA) were used in the analysis of the data. According to the research findings, there was no statistically significant difference between the marital status and educational status ($p > 0.05$), while there was a significant difference in the Service Quality Evaluation Scale scores of the participants in terms of age, gender, monthly income, duration of membership and the frequency of using the facility ($p < 0.05$).

Keywords: Service Quality, Expectation, Perception, Healthy Life Center

Spor ve Sağlıklı Yaşam Merkezlerinde Hizmet Kalitesine Yönelik Müşterilerin Beklentilerinin ve Algılarının Analizi (Afyonkarahisar İli Örneği)

Öz

Bu çalışmanın amacı, Afyonkarahisar ilinde fitness merkezi müşterilerinin hizmet kalitesine yönelik beklenti ve algılarının incelenmesidir. Araştırma Afyonkarahisar ilinde bulunan 11 farklı sağlıklı yaşam merkezini kullanan 171'i erkek (yaş: 23.51 ± 12.67), 169'u kadın (yaş: 26.57 ± 13.85) olmak üzere toplam 340 (yaş: 25.03 ± 13.34) katılımcı dâhil olmuştur. Araştırmada veri toplama aracı olarak Lam (2000) tarafından geliştirilen ve Türkçe uyarlaması Gürbüz, Koçak ve Lam (2012) tarafından yapılan "Hizmet Kalitesi Değerlendirme Ölçeği" (HKDÖ) kullanılmıştır. HDKÖ 4 alt boyut (personel, program, soyunma odaları, tesis) ve toplam 34 maddeden oluşmaktadır. Ölçek 5'li likert tipinde olup (1: Hiç Katılmıyorum, 5: Tamamen Katılıyorum) katılımcıların üyesi oldukları fitness merkezinden duydukları beklenti ve algılarını ölçmektedir. Verilerin analizinde betimleyici istatistik ve tek değişkenli varyans analizi (ANOVA) ile ilişkisiz örneklemler T-Tesi (Independent Samples T-Test) yöntemi kullanılmıştır. Araştırma bulgularına göre katılımcıların Hizmet Kalitesi Değerlendirme Ölçek puanlarında yaş, cinsiyet, aylık gelir, üyelik süresi ve tesisi kullanım sıklığı açısından anlamlı farklılık tespit edilirken ($p < 0.05$), medeni durum ve eğitim durumları arasında istatistiksel açıdan anlamlı farklılık olmadığı tespit edilmiştir ($p > 0.05$).

Anahtar Kelimeler: Hizmet Kalitesi, Beklenti, Algı, Sağlıklı Yaşam Merkezi

INTRODUCTION

Large companies in the service sector are aware that superior service quality will provide competitive advantage to them by creating a high sales and profit potential (Yıldız et al., 2013). As a matter of fact, it is known that the service quality has positive effects on customer satisfaction (Temizkan et al., 2016; Murray and Howat, 2002). Organizations that are aware that must be aware of their expectations, provide quality education and constantly develop individual-focused services in order to provide satisfaction of individuals, can obtain consequences in providing competition advantage in this field (Demir, 2013). While quality and performance indicators in manufacturing enterprises are easy to identify and measure, these measurements are more difficult in service enterprises. Because the benefit gained by the concept of service is difficult to assess with quantitative criteria (Eleren and Kılıç, 2007). Service is stated as the integrity of the concrete activities forming benefit and satisfaction and no requiring ownership of any goods and is offered to sale at a certain price to meet the needs of people (Ersoz et al., 2009). According to another definition, it is defined as any activity or benefit in concrete form and its ownership can not be transferred to another party and is offered by one party to other party (Yıldız et al., 2013). Although specific techniques and concepts are taken from the manufacturing sector in order to determine the level of customer satisfaction, production, presentation in the service sector, it is necessary to show some special efforts in order to increase the quality of service because sports services have different characteristics. These features can be ordered as follows;

➢ The fact that sports services do not depend on a physical entity (it is concrete)
➢ The simultaneous production and consumption of sports services,
➢ The sports services are unstable and can not be stored (it is only reproducible)

➢ Sports services can not be isolated from the production stage and play an important role in the provision of services,
➢ Inability to perceive that the service given by the person who provided the sport service is a "product"
➢ In sporting services, the ability of those who offer the service influence the purchase,
➢ The ease of transportation to the place of sport services affects the purchase,
➢ The physical appearance of the facility where sports services are offered influences the purchase,
➢ The period of time when the sport service is offered affects the purchase (Çimen and Gürbüz, 2007).

The concept of quality in the service sector is a more difficult concept to define and measure than other sectors. Therefore, to analyze the quality of service with proper models and methods is important in terms of measuring service quality accurately and directing the management of enterprises (Kılıç ve Eleren, 2010). In recent years, many studies have been conducted to measure service quality and customer satisfaction. The purpose in measuring service quality and customer satisfaction is to increase customer satisfaction and service quality by activating all units of the management for meeting customer expectations (Yerlisu et. al., 2012). As days pass, the quality of service offered by the sectors to the customers increase. Customers are now oriented to organizations that offer services with better quality. Accordingly, organizations are also competing to offer better quality services to their customers in order to become preferred (Ceylan et al., 2010). The "quality dimensions", which have become important for the development of quality sports service and for the establishment of quality standards at some points, should be taken into consideration by the sports service operators by increasing the satisfaction level of the sports service which is a part of the service sector, to increase the demand or at least to sustain the current demand (Çimen, 2003). Thus, the positive effects of sports and wellness centers on stress, depression, quality

of life, self-esteem, etc. have been revealed with studies (Yıldırım et al., 2015; Yıldırım et al., 2016; Işık et. al., 2016).

To become aware how satisfied individuals are with quality service, which plays an important role in meeting customer expectations in the sport sector and increasing satisfaction, is extremely important in terms of being preferable in organizations. Therefore, the purpose of this study is to examine the expectations and perceptions of the customers in the sports and fitness centers regarding the quality of service

METHOD

Participants

The study consists of 340 people using 11 fitness centers in Afyonkarahisar province.

Data Collection Tools

The demographic information form developed by the researchers and used by the researchers

FINDINGS

to question variables such as age, gender, educational status, income status was used in the research. In addition, the Sports Centers participating in the study used the Service Quality Assessment Scale (Lam (2000)), which was translated into Turkish by Gürbüz, Koçak and Lam (2005) to determine the service quality perceptions of sports centers (Gurbuz, Kocak, Lam , 2012) In our study, reliability coefficient of service quality scale was determined as $\alpha = 0.79$.

Data Analysis

In the analysis of the data, the descriptive statistics as well as the Independent Samples T-Test were used to test the difference between the two variables depending on the number of variables, the one-way ANOVA for independent samples, One-way ANOVA) analyzes were used. The findings of the analyzes are placed in a table and discussed.

Table 1. Distribution of Features Related with Demographics data of Participants

Variables		FREQUENCY (F)	Percentage (%)
Gender	Male	171	50.3
	Female	169	49.7
Marital status	Single	252	74.1
	Married	88	25.9
Age	<25 years old	210	61.8
	25-35	90	26.4
	35 years old and over	40	11,8
Monthly Income	1500	143	42.0
	1501-2500	132	38.8
	2501 and above	65	19.2
Educational Background	Primary Education	9	2.6
	Secondary school	79	23.2
	University	209	61.5
	Postgraduate	43	12,6
Period of Membership	1-2years	269	79.2
	3-4 years	57	16.8
	5-6 years	14	4.0
Frequency of use	1-2 days	36	10,6
	3-4	196	57.6
	5-6 days	96	28,2
	7 days	12	3.5
Total		**340**	**100**

As a demographic variable for the participants who did not participate in our research;

Questions are asked such as marital status, age, gender, monthly income, education

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status, occupation, duration of membership, frequency of use.

Table 2. Quality of service by gender of participants t Test Results

Quality of Service	Gender	N	X	SS	t	p
Expected from personnel	Male	171	4.68	57	1 689	0.092
	Female	169	4.77	39		
Offered by personnel	Male	171	4.64	65	2.130	**0.034**
	Female	169	4,50	52		
Expected Fitness Program	Male	171	4.61	62	1 478	140
	Female	169	4.70	42		
Offered Fitness Program	Male	171	4.56	72	3	**0,001**
	Female	169	4.29	71		
Expected Quality of the locker room	Male	171	4.76	82	394	0.693
	Female	169	4.79	42		
The Quality Of The Locker Room Offered	Male	171	7.68	1,12	2	**0.043**
	Female	169	7.44	1.02		
Expected Facility Quality	Male	171	4.55	58	1	253
	Female	169	4.61	52		
Offered Facility Quality	Male	171	4.53	63	3	**0,001**
	Female	169	4,31	56		

When service quality is analyzed according to the gender of the customers, it is determined that there is no statistically significant difference among quality of service of all subdimensions (p > 0.05) and there is a statistical significant difference among the expected service quality of all sub-dimensions (p< 0.05) and it is determined that there is no statistically significant difference among all-sub-dimensions (p > 0.05). This is determined that among them there is a statistically significant difference (p< 0.05). Accordingly, it is determined that the quality values of women offered for each sub-dimension are lower than men. In this respect, it is thought that the women have quality expectations in higher ratio than men.

Table 3. Service Quality ANOVA results according to the age group of participants

AGE		N	X	SS	F	p
Expected from personnel	< 25	210	4.66	52	4.338	**0.014**
	25-35	90	4,84	37		
	35 and above	40	4.77	48		
Offered by personnel	< 25	210	53	65	2.388	0.093
	25-35	90	4.69	45		
	35 and above	40	4.51	52		
Expected Fitness Program	< 25	210	56	57	10.024	**0,001**
	25-35	90	4.85	36		
	35 and above	40	4.68	53		
Fitness Program Offered	< 25	210	4.43	66	217	805
	25-35	90	4.45	83		
	35 and above	40	4.36	82		
Expected Quality of the locker room	< 25	210	4.69	54	4	**0.011**
	25-35	90	4.88	30		
	35 and above	40	96	1.35		
Locker Room	< 25	210	51	1.06	2.455	0.087
	25-35	90	7.76	1.09		
	35 and above	40	7,35	1.09		
Expected Quality of Facilities	< 25	210	52	60	4.233	**0.015**
	25-35	90	4.72	44		
	35 and above	40	4.60	46		
Offered Quality of Facilities	< 25	210	4.42	64	1.877	155
	25-35	90	4.49	50		
	35 and above	40	4.27	60		

When service quality is analyzed according to the age group of the customers, it is determined that there a statistically significant difference among quality of service of all subdimensions (p < 0.05) and there is no statistical significant difference among the expected service quality of all sub-dimensions (p> 0.05) and it is determined that there is no statistically significant difference among all-sub-dimensions (p > 0.05). Accordingly, it is determined that the quality values of women offered for each sub-dimension are lower than men. In this respect, it is thought that the women have quality expectations in higher ratio than men.

Table 4. Service Quality ANOVA results according to the monthly income of participants

Monthly Income		N	X	SS	F	p
Expected from personnel	1500	143	4.59	78	1.546	189
	1501-2500	132	4.79	33		
	2501 and above	65	69	42		
Offered by personnel	1500	143	4.31	75	3.697	**.006**
	1501-2500	132	4,62	64		
	2501 and above	65	4.68	47		
Expected Fitness Program	1500	143	4.45	82	4.003	**0,003**
	1501-2500	132	4.79	35		
	2501 and above	65	4.71	48		
Fitness Program Offered	1500	143	4.26	75	2.153	0-074
	1501-2500	132	4.49	69		
	2501 and above	65	4.58	57		
Expected Quality of the locker room	1500	143	4.57	77	1	0.095
	1501-2500	132	4.83	42		
	2501 and above	65	4.89	1.09		
Locker Room	1500	143	7,50	92	0.721	578
	1501-2500	132	63	1.19		
	2501 and above	65	7,50	1.19		
Expected Quality of Facilities	1500	143	4.51	81	484	748
	1501-2500	132	4.64	56		
	2501 and above	65	4.55	48		
Offered Quality of Facilities	1500	143	4.35	72	274	895
	1501-2500	132	4.46	62		
	2501 and above	65	4.43	62		

When it is examined according to the monthly income level, is determined that the individuals with high-income expect a better fitness program and accordingly the personnel deal more with the individuals with high income level ($p < 0.05$).

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2017; 1 (1); 38-46

43

Table 5: Service Quality ANOVA results according to the membership status of participants

Membership Status		N	X	SS	F	p
Expected from personnel	1-2years	269	4.68	53		
	3-4 years	57	4.86	23	1 652	161
	5-6 years	14	4.91	12		
Offered by personnel	1-2years	269	57	58		
	3-4 years	57	69	52	1	362
	5-6 years	14	4.67	41		
Expected Fitness Program	1-2years	269	4.59	56		
	3-4 years	57	4.83	43	2	**0.033**
	5-6 years	14	5.14	40		
Fitness Program Offered	1-2years	269	4.42	62		
	3-4 years	57	4.67	52	1.799	129
	5-6 years	14	4.56	81		
Expected Quality of the locker room	1-2years	269	4.71	51		
	3-4 years	57	4.88	1.41	3	**0.016**
	5-6 years	14	5.16	12		
Locker Room	1-2years	269	7.58	95		
	3-4 years	57	7.58	1.19	659	-%621
	5-6 years	14	7.90	71		
Expected Quality of Facilities	1-2years	269	4.55	53		
	3-4 years	57	4.65	56	1.037	.388
	5-6 years	14	4.82	39		
Offered Quality of Facilities	1-2years	269	4.39	59		
	3-4 years	57	4.53	53	2.092	082
	5-6 years	14	77	39		

It is determined that for the individuals starting a new fitness centers, the quality of fitness program is low ($p < 0.05$), in addition there is no statistically significant difference between the membership status and expected locker room quality.

Table 6. Service quality sub-dimension difference table according to the usage frequency of the participants

Frequency of use		N	X	SS	F	p
Expected from personnel	1-2	36	4.66	77		
	3-4	196	4.78	34	2.685	**0.047**
	5-6	96	4.64	58		
	7	12	4.56	56		
Offered Fitness Program	1-2	36	94	1.07		
	3-4	196	4.43	65	9.169	**0,001**
	5-6	96	4,62	51		
	7	12	4.11	1.28		

It is determined that the expectation of the customers using Sports Halls more often from the personnel is at a higher level ($p < 0.05$) and the satisfaction level of individuals using the hall more often is higher ($p < 0.01$).

DISCUSSION AND RESULTS

Today, the growth of the service sector in the form of generating two-thirds of the trade volume, caused intense competition among businesses in this sector; as a result of this competition, business managers confronted the obligation of providing customer satisfaction with various application that shall survive their businesses (Karl and Peluchette,

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International Journal of Recreation and Sport Science
2017; 1 (1); 38-46

44

2006). This situation occurring in the service sector has an importance in same level for the hotel managements forming a branch of service industry and service became an important concept in providing customer satisfaction (Heung and Wong, 1997). Service quality concept is a concept which must be analyzed from a wider perspective in terms of wellness and Sports Center and must be considered substantially.

Total 340 (age: 25.03 ± 13.34) participants as to be 171 men and 169 women using 11 different wellness centers have participated to this study in which it is aimed to analyze the service quality in sports and wellness center. When Table 2 is analyzed, it is observed that age groups of the participants show some significant differences in sub-dimensions of the service quality. According to this finding, the service quality expected from the personnel, quality of the expected fitness program, expected quality of the locker room and expected quality of facility may change according to the age. It is possible to confront studies supporting these findings. (Eraslan and Çimen, 2016; Aslan and Koçak, 2011).

In another finding of the study, participants' perceptions of service quality were examined according to their income levels and significant differences were found in the expected fitness program sub-dimensions provided by the staff, but no significant difference was found in other dimensions. This finding can be interpreted as the effect of the income variable on the sub-dimensions. The researches of Okumuş and Duygun (2008) are in parallel with our study. In another study, participants' membership year variables were examined and significant differences were found in expected locker room quality subscale and expected fitness program subscale. It can be said that as the year of membership of the participants increased, the quality of the dressing room and the quality program regarding the fitness program increased. According to another finding of the study, no significant difference was found in terms of educational level.

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