

Research Article

The impact of satisfaction on attitude loyalty and Intention to revisit of sport customer

Gholamreza Barshan¹, Alireza Elahi² and Najaf Aghaei³

Sport Management Department,
Kharazmi University, Tehran, Iran

E mail: ¹Gholamreza.barshan@yahoo.com,
²Alirezaelahi@yahoo.com, ³aghaei.hamid@gmail.com

ABSTRACT

The purpose of this study was to determine the effect of service quality on customer satisfaction and loyalty attitude and willingness of the pools was Alborz Province. This study was descriptive and correlation. The population of this study included of all male customers referring to Alborz Province pools. The sample was selected by utilizing simple random sampling and the size of sample was identified based on Morgan's table equal with 361 participants. Liu klay satisfaction (2008), Alen client loyalty (1990), Lim attendance tendency (2006) questionnaires were used for the collection of data. The face and content validity is confirmed by experts and The reliability of variables were estimated Cronbach's Alpha in this way: satisfaction (0.913), attitudinal (0.754), and attendance tendency (0.696). In order to analyze the data descriptive and inferential statistics were used. In descriptive statistics, the statistical indices included frequency, percent of frequency, mean, and standard deviation. Associations among variables were assessed using Pearson correlation coefficient. Structural equation Modeling (SEM) was used to test the hypothetical model of the study. SPSS and LISREL were used to analyze data.

The result of this study showed that: Overall satisfaction with the attitudinal loyalty significantly and Attitudinal loyalty has the most effect on client attendance tendency.

Keywords: Satisfaction, attitudinal loyalty, sport, attendance tendency, pool

1-INTRODUCTION

At the beginning of the third millennium, the world of sports is experiencing a new period. Broad and quick developments at all aspects of sports call for application of marketing techniques in sports. Millions of dollars are daily spent in different countries for sports, and the needs for athletic activities in order to alleviate mental and physical problems are getting more and more pervasive. All these have caused more attempts to be carried out in sport marketing field (Yousefi, Taheri, and Shojaei, 2007). Sport marketing and customer satisfaction are universal issues that affect all organizations (Homburg and

Rudolph, 2001, cited by Mahmoudi, 2011). An increase in customer satisfaction level brings about behaviors like commitment and propensity to keep customers (Arasli, Katircioglu, and Smadi, 2005). In fact, scholars hold the belief that customer satisfaction paves the path for their existence (Hosain and Leo, 2009).

Previously, organizations focused mainly on attraction of new customers, while they presently concentrated on strategic and commercial policies to maintain loyalty levels of their customers and improve their customers' reliance degrees. The most important reason for such changes is

elevation of public awareness against desirable outcomes of customer loyalty and customer satisfaction (Rezvani and Malekpour, 2009). The key objective of many marketing companies is to generate products and services (Vesel and Vesna, 2009). With elevated customer loyalty levels, a commercial enterprise's market share and profitability are accordingly risen. Understanding marketplace and adoption of appropriate plans and strategies aimed at increasing customer loyalty degrees allow an economic enterprise to reach at long-term benefits (HamidiZadeh and Ghmkhari, 2009). Service loyalty might be one of the most important structures in services marketing due to its ultimate impact on re-purchases of buyers. In addition, loyal customers who return to make repeated purchases are the bases of any business (Caruana and Albert, 2002).

To achieve recurrent purchases made by a sport customer, marketers could make use of two strategies. In the first strategy, sport marketers shall design more accurate marketing mix variables to increase customer satisfaction levels. In the second strategy, they may reduce costs for sport customers through diminishing sport expenses (Door Andish, 2011). Securing customers and making arrangements for his/her return are vital burdens that require particular stratagems and instruments. The most important tool for markets is making constant relationships with people, presentation of suitable services, and being aware of rivals' plans (Door Andish, 2011). This is now to ask if this is possible to get insight into customers' real expectations and needs without assessing their satisfaction levels? Absolutely no! Management scholars believe that nothing might be managed before it is evaluated (Haghighi, Moghimi, and Keimasi, 2003). Customers are no exception to this fact. Indisputably, the expense to attract a new customer is five to ten times keeping an old one (Haghighi et al., 2003). The companies which intend to generate customer loyalty take into

account significance of maintaining a customer in making a single purchase. They regard their customers as invaluable assets, demanding all their employees to do anything to keep them happy and, thus, loyal (Roosta et al., 2001). Consequently, maintenance of customers and making the way for their return are essential onuses that require special schemes and instruments (Door Andish, 2011).

Customer satisfaction, loyalty, and proclivity are grounds which have managed to attract many recent attempts by marketing researchers. Accordingly, various studies are conducted in service companies, particularly in sport area, in different countries. In his study, Hashemi (2007) compared satisfaction level of customers at public and private roofed pools. Results showed that there is a significant difference between social treatment, human relations, facilities conferred to customers, facilities and constructions, quality of human resources, and management and planning methods in health and safety areas. Among such studies is Koozechian (2009), who, in his research on customer satisfaction of public and private Tehran-based male-only body building clubs, concluded that satisfaction from physical equipment at clubs, satisfaction from quality of agents' behaviors, and attention to customers' needs are extremely higher in private clubs than public ones. Alidoost (2010) is another researcher in this respect who addressed customer satisfaction levels of female applicants from Tehran-based body building clubs. Results showed that satisfaction from physical equipment and treatment of club workers are higher in private clubs than public ones. Excellent organizations regard a special position for their customers, giving a high priority to their needs and also their loyalty levels. Chuan (2008) designated a research on service quality, customer satisfaction, and customer loyalty, concluding that service quality including quality of plans and physical premises of clubs affect customer satisfaction levels. He also

showed that there is significant relationship between customer satisfaction and customer loyalty at such clubs. In his investigation of customer satisfaction in sports industry, Seyed Javadin (2008) demonstrated that a good understanding of customers from quality of services in sports has given rise to their high satisfaction degrees, resulting in its turn in generation of loyalty. He carried out another research entitled "A Evaluation of Impacts of Services Quality on Sports Customer Loyalty" in 2010 to delve into the relationships among these three variables. Results showed that quality of clubs' services and customer satisfaction levels impact on customer loyalty degrees. In his study "An Analysis of Services Quality, Customer Satisfaction, and Customer Loyalty of Commercial Taiwanese Swimming Clubs," Yi Chin Liu (2008) concluded that customer loyalty is more a function of customers' satisfaction than quality of services.

A research by Joga et al. (2010) is another study in this regard. The results indicated that quality of services results in customer satisfaction and it *per se* ends in customer loyalty (cited by Mahmoudi, 2011). Mahmoudi (2011) is another researcher who evaluated the relation between services quality and customer satisfaction in Tehran-based body building and aerobic clubs. Results showed that there is a positive and significant relationship among services quality and loyalty as well as tangible subscales like reliance, responsibility, confidence, loyalty, and sympathy. From among services quality variables and customer satisfaction, customer satisfaction was a more powerful predictor for customer loyalty. From among services quality and satisfaction subscales, the subscale personnel, reliance, and equipment of clubs were respectively of highest prediction power and impacts on customer loyalty. Rahmati Asl (2011) is a researcher who addressed positive aspect of these variables' relationships. He investigated the relation between customer satisfaction and customer

loyalty in Tehran-based football schools, concluding that there is a significant and significant relation between customer satisfaction and customer loyalty in these schools.

The parameter *personnel* were the most powerful predictor for customer loyalty among customer satisfaction variables for football schools. Door Andish (2011) is another scholar who analyzed the relation between services quality, customer satisfaction, and propensity of customers to attend body building clubs. He suggested that impacts by both services quality and customer satisfaction on propensity of customers to attend body building clubs are high. And, customer satisfaction is a more powerful predictor for propensity of customers to attend body building clubs. In his study "Impacts of Services Quality on Customer Satisfaction, Loyalty, and Behavioral Decisions in South Korean Fitness Centers," Si Jun Lim (2006) showed that services quality has direct positive or negative impacts on customer satisfaction levels. This study also indicated that customer satisfaction degree has direct impact on customer loyalty. Finally, results showed that high levels of customer loyalty have direct effects on customers' instantaneous decisions. In his study "Effects of Services Quality, Customer Satisfaction, and Customer Loyalty on Customers' Instantaneous Decisions to attend Fitness and Aerobic Centers," Saatchian (2010) concluded that there is a positive and significant relationship among the factors services quality, customer satisfaction, and customer loyalty with return intentions. Regression results showed that satisfaction and loyalty are powerful predictors for return intentions by customers. Little attention has been paid to research which assesses role of loyalty and return intentions by customers as regards customer satisfaction. Also, few studies have addressed such variables in sports area. Therefore, since existence of sports service organizations is dependent upon loyalty and return of customers, customer satisfaction is a

very influential factor in evaluation of customer's loyalty levels and their intentions to return. The present study wishes to provide replies to the question: Does customer satisfaction affect attitudinal loyalty and return propensities of sports customers?

2-Methodology

This was a cross sectional study and descriptive - correlation. The population of this study included of all all male customers referring to Alborz Province pools. The sample was selected by utilizing simple random sampling and the size of sample was identified based on Morgan's table equal with 361 participants. The data was collected from four questionnaires that their validities were approved from 8 sport management experts. Chen Services Quality Questionnaire (1996), Shen Services Quality Questionnaire (1999), and Wu Services Quality Questionnaire (2003) were adopted. It was adjusted by Liu Questionnaire (2008). In order to determine general satisfaction level of customers, Liu Questionnaire (2008) was employed. Allen Attitudinal and Behavioral Questionnaire (1990) and Presence Inclination Scale adjusted by Parasuraman (1996), Shu, John and Victor (2002) were applied. In addition, McDougal and Lusco (2000) and Duncan and Gary (2002) used the

same questionnaire for recreational and sport centers. This questionnaire was adjusted by Lim in 2006. Likert Scale was the basis of all questionnaires, in which each reply has a score among 1 to 5. In order to determine creditability of measurement tools in this study, (1) content creditability (face validity) and (2) structural creditability (factor analysis) were used. In face validity method, questionnaires were modified after the opinions made by experts and advisors were taken. In factor analysis method, conformity among theoretical and experimental structures of the study was addressed. This is important to note that confirmatory factor analysis technique was used along with Lisrel SEM model. In order to analyze the data descriptive and inferential statistics were used. In descriptive statistics, the statistical indices included frequency, percent of frequency, mean, and standard deviation. Associations among variables were asses using Pearson correlation coefficient. Structural equation Modeling (SEM) was used to test the hypothetical model of the study. SPSS Software version 16 were used to analyze data.

3-RESULTS:

To investigation of normal distribution of data Kolmogorov-Smirnov test was performed., the results are shown in table 1

Table 1: Significant Level of Kolmogorov-Smirnov test for investigating normal distribution of variables

variable	Attitude loyalty	Satisfaction	Intention to revisit
z	.912	.420	.732
P-value	.312	.120	.109

As reported in the above table, P value of all variable are larger than .05, so we can say that the distributions are normal.

First, in order to test hypotheses, a correlation matrix between variables are provided (table 2).

Table 2 : The correlation Matrix of variables

Intention to revisit	Attitude loyalty	satisfaction	variables
		1	satisfaction
	1	.516**	Attitude loyalty
1	.487**	.585**	Intention to revisit

** significant at .05 level

Regarding overall satisfaction with attitudinal loyalty, findings showed that the relationship is positive and has moderate intensity.

Simple regression to predict attitudinal loyalty by satisfaction

In order to predict attitudinal loyalty by customer satisfaction simple regression was used.

Table 3: regression analysis to examine the relationship between overall satisfaction and attitudinal loyalty

Sig	F	Durbin Watson	Adjusted R Square	R Square	R	Index Model
.000	106.717	1.608	.264	.266	.516	1

The table above shows the relationship between satisfaction and attitudinal loyalty(R=.516). According to the coefficient of determination, 26percent of attitudinal loyalty can be explained by satisfaction.

Table 4: Regression coefficient of correlation between satisfaction and attitudinal loyalty

sig	t	Standardized B	Standard Error	Regression coefficient	Statistics Model
.000	9.847	-	1.586	15.618	constant
.000	10.33	.516	.132	1.359	satisfaction



Regression effect relationship between overall satisfaction and attitudinal loyalty

The results showed that relationship between attitudinal loyalty and the intention to revisit of customer are positive and moderate(R=.516).

Simple regression for predicting costumers` intention to revisit by attitudinal loyalty

The results of simple regression for prediction of intention to revisit by attitude loyalty showed that 27% of the variance of the intention to revisit can be explained by attitudinal loyalty.

Table 5: regression analysis on the willingness of attitudinal loyalty

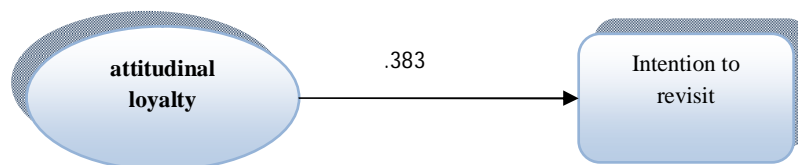
(Sig)	F	(Durbin Watson)	(Adjusted Rsquare)	(Rsquare)	R	statistics Model
.000	57.88	1.726	.278	.283	.532	1

Based on table 6 attitudinal loyalty could be a good predictor for intention to revisit. Beta coefficient of .383 demonstrated that attitudinal loyalty has the positive effect on intention to revisit.

Table 6: Regression coefficient of correlation between attitudinal loyalty and intention to revisit

sig	t	Standardized B	Standard Error	Regression coefficient	Statistics Model
.000	9.437	-	.407	3.845	Constant
.000	6.961	.383	.014	.098	Attitudinal loyalty

Simple regression for prediction of intention to revisit by attitudinal loyalty showed that 28% of the variance of the intention to revisit can be explained by attitudinal loyalty



Direct effect of attitudinal loyalty on costumers` intention to revisit

4-DISCUSSION AND CONCLUSIONS

Research findings show that there is a positive and significant relationship between general

satisfaction and attitudinal loyalty. It means that an increase in satisfaction level comes with relative increase inattitudinal loyalty. This is

aligned with Henri (2010), SeyedJavadin (2010), Pedragosa (2009), Chuan (2008), RahmatiAsl et al. (2011), Mahmoudi (2011), Mojoudi et al. (2014), and Sabzei et al. (2014).Mojoudi et al. (2014), in his study "Investigation of Impact of Social Responsibility and Customer Satisfaction, Case Study: Ahwaz Pasargad Bank," concluded that there is a positive relation between satisfaction and behavioral/attitudinal loyalty of bank customers.Sabzei et al. (2014) made an analysis on customer loyalty field. In their study "Investigation of Factors Impacting on Customer Satisfaction, Case Study: Bank Keshavarzi Customers," they came to these conclusions: (1) There is a positive and significant relation between customer satisfaction and customer loyalty; (2) There isa positive and significant relation services quality andcustomer satisfaction; (3)There is a positive and significant relation between reliance andcustomer loyalty, and reliance is one of the factors which bring aboutcustomer loyalty. In these studies,customer satisfaction is normally evaluated based on their perceptive response to products. This is thus asserted thatcustomer satisfaction generates attitudinal loyalty in customers, whose amount is different in different situations among different people. Definitely, customers' satisfaction andattitudinal loyalty may be determining factors in successfulness or failure of service companies. Research findings showed that there is a positive and significant relationship betweenattitudinal loyalty and customers' inclination to return. It means that an increase inattitudinal loyalty with average intensity causes an increase inreturn inclination. This is in accordancewith Rezaei Kohan (2008), Aftinous (2006), Suzan Kim (1995), Babacus (2004), Saatchian et al. (2011) and Wu (2005). In his study,Wu (2005) expressed that employees' behaviors produce a general judgment by customers in their first mutual contact. Attraction of customers' loyalty through addressing their needs should be taken into broad account as opportunities to keep them

and make them loyalist purchasers. This achieved, customers' loyalty and their inclination to return would be hoisted, resulting in continuous profitability of pools. Some pool managers are, however, indifferent and even defensive to needs and expectations made by customers—the treatment which ends in high customer leakage levels. Unsatisfied customers would most likely seek for an alternative pool. Therefore,unsatisfied customers are targets which are readily seized byrival pool managers.

5-REFERENCES

- [1] Afthinos, Yanni,Nicholas , D. Theodorakis, PantelisNasis. (2006). " Customer's expectations of service in Greek fitness centers", managing service quality , vol. 15, No.3. PP.245-248.
- [2] AlidoustGhahfarokhi, A. KozehChian ,H. JalaliFarahani, M. Turkish, M. (2010) ", evaluation and comparison of private and public customer satisfaction female bodybuilding clubs in Tehran", Journal of motion, Number 5, Sports Management, pp. 127-140.
- [3] Arasli , H.,Katircioglu , S . T .and Smadi ,S.M.(2005).A Comparison of service Quality in the Banking Industry , some Evidence from Turkish – and Greek – speaking Areas in cyprus, The International Journal of Bank Marketing , vol 23 , No . 7 , PP.508-526.
- [4] Babakus.E, Eroglu. S, Yavas. U.(2004). " Modeling consumers, choice behavior ; an application banking". Journal of services marketing, vol.18, no.6, pp.462-470
- [5] Caruana , Albert. (2002). Service loyalty : The Effects of service Quality and the mediating role of customer satisfaction , European Journal of marketing 36/7 . 811-828.
- [6] Chuan- Jao, Lin.(2008). " service quality of the ocean sports clubs and its impact on customer satisfaction and customer loyalty". An applied dissertation project submitted to

- the faculty of the united states sports Academy in partial fulfillment of the requirements for the degree of Doctor of sport management. UNITED STATES SPORTS ACADEMY.
- [7] Dourandish, A. (2011) "Relationship between quality of service and customer satisfaction and willingness to reengage in bodybuilding clubs in Fars province", unpublished thesis, Tarbiat Moallem University of Tehran.
- [8] Haghighi, M. Moqimi, S.M. Kymasy, M. (2003) "service loyalty: effects of service quality and customer satisfaction as a mediator", *Journal of Management*, 61-60, pp. 72-53.
- [9] Hamidizadeh, M. Ghamkhari, M. (2009) "identify the factors affecting customer loyalty based on the model of fast response organizations", *Journal of Business Research*, Issue 52, pp. 210-187.
- [10] Hashemi, S. (2007) "The public indoor swimming pools and private customer satisfaction Mazandaran", unpublished MA thesis, University of North.
- [11] Honry, h. (2010) "Survey of satisfaction, needs and problems of users and aerobic fitness club", abstract of the International Congress of fitness and aerobics, p. 120.
- [12] Hossain, M., Leo, S., (2009), Customer perception on service quality in retail Banking in middle East : The case of Qatar , *International Journal of Islamic and middle Eastern finance and management* , vol . 2 , No . 4 , PP . 338-350 .
- [13] Kim, D. & Kim . S. Y. (1995). QUESC: An instrument for assessing the service quality of sport centers in korea. *Journal of sport management* , 9 . 208-220.
- [14] kohan Rezai, S. (2008) "customers' expectations of service quality fitness centers in Mashhad," Master's thesis, Faculty of Physical Education, Ferdowsi University of Mashhad.
- [15] Mahmoudi, A. (2011). "The relationship between the quality of services and satisfaction of customer loyalty in sports clubs (fitness and aerobics) in Tehran", unpublished master's thesis Tehran University.
- [16] Mogodi, A. Darziyan Azizi. Ghasemi, P. (2014) "The effect of corporate social responsibility to customer loyalty", *Journal of Marketing Management*, Issue 22, Spring 93, pp. 116-99.
- [17] Pedragosa, V. Correia, A. (2009). "Expectations, satisfaction and loyalty in health and fitness clubs". *International journal of sport management and marketing*. vol.5, No. 4, pp: 450-464.
- [18] Rahmatiasl. M. Keshavarz, M. Mahmoudi, A. Goudarzi, M. (2011) "The relationship between satisfaction and customer loyalty soccer schools in Tehran", the article Management and Planning Session speech at the grassroots, the National Academy of Football in Iran, Tehran.
- [19] Rezvani, H. Malakpour, M. (2009) "A Framework for category product features", *Journal of Business Studies*, Issue 35, pp. 71-58.
- [20] Rosta, a. Venus, D. Ebrahimi, A. (2001) *marketing management*, publishing, Tehran.
- [21] Saatchyan, V. Rasouli, M. Eskandari, A. Elahi, A. (2010) "The impact of service quality, satisfaction and loyalty decisions on the future behavior of customers to participate in physical fitness and aerobics centers", the paper's first international scientific conference on physical fitness, Tehran, p. 126.
- [22] Sabzei, A. Husseini, A. Bandarkhani, M. (2014) "reviews the factors affecting customer loyalty (Case Study Agricultural Bank)", *Journal of Management*, School of Humanities, Islamic Azad University of Sanandaj, the ninth year, especially a management and accounting, Summer 93, pp. 83-73.

- [23] Sei-jun, lim.(2006). The influence of service quality on customer satisfaction , attitudinal loyalty , and behavioral future intention for participation of fitness centers in south korea : A structural equation modeling approach , unpublished dissertation , Daphne Alabama university.
- [24] SeyedJavadein, S. Rayeg,H. Aghamiri,S. Yazdani, H..(2010) "internal marketing stepto improveorganizational citizenship behaviorand service quality: a studyof theGreat Tehran Gas Company", Journallecturer inhumanities, managementstudiesin Iran, Volume 14, Issue 2, Pages97-67.
- [25] SeyedJavadein,S.R. KHanlari, A. Estir,M.(2008). " customer loyalty in the sport services industry : the role of service quality, customer satisfaction, commitment and trust". International journal of human science, vol,5.
- [26] Vesel , P.,Vesna , Z.(2009). Managing Customer Loyalty through the mediating role of satisfaction in the DIY retail loyalty program , Journal of Retaling and consumer services , 16 , 396 – 406.
- [27] Wu.C.M.(2005). Asurvey of Quality of service, satisfaction , and loyalty in members of fitness center – An Example of Ebullient Fitness center. Master Dissertation Taipei physical Education college, Taipei , Taiwan.
- [28] Yi-Chin Liu.(2008). An Analysis service quality , customer satisfaction and customer loyalty of commercial swim club in Taiwan.
- [29] Yousefi,B. Taheri,H. Shojaei,V. (1386) "Survey of sports marketingthrough the InternetinIran with emphasis onelements4",ResearchinSport Science,No.XV, pp. 95-81.