

Satisfaction Surveys for the Consumers of Daily Exercises Studio in
Kaohsiung City

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ABSTRACT

This study is to understand whether there are correlations between the basic data variables and satisfaction of Kaohsiung city daily sports studio, and whether there are significant differences in the satisfaction of different basic data characteristics. This study takes Kaohsiung daily sports studio officially joined the old and new members, 100, as the research objects. The research method adopts the questionnaire survey method, the questionnaire contains three parts: one for the customer basic information, two for the customer consumption habits for the customer satisfaction. After the questionnaire data collection, delete the invalid questionnaire, the effective questionnaire to give the number to SPSS 22.0 software package for analysis. This research analyzes the customers' background and motivation, the number of times of distribution, the percentage, the mean and the standard deviation of this sports studio, and then analyzes the sport studio and the satisfaction degree with the t test and the single factor variances. Gender for the daily studio satisfaction survey involved in the degree of gender differences exist, men and women are average. Age is different for Kaohsiung daily sports studio satisfaction survey involved in the age of 45 to 50. Occupational differences for the daily sports studio satisfaction survey involved in degree are officer workers. The average monthly income for the daily exercise studio satisfaction with the degree of involvement to 21000 ~ 35000 more majority. Whether the daily movement of the studio survey involved in the degree of membership is more than the majority. Whether the place of residence is local or other for the daily sports studio satisfaction survey involved in the degree of the other is more. The degree of college degree education for the daily sports studio satisfaction survey involved in this research.

Keywords: Kaohsiung city daily sports studio, Basic data, Satisfaction

1. Introduction

The fitness club has evolved slowly following the trend of the times. It is necessary to cultivate fitness, lose weight, relax, dance and discuss physical functions to improve or challenge the limits of physical fitness. The gym-based venue first appeared in the YMCA (USA) in the early 20th century. It provides various sports equipment and activities that it included with basketball, swimming, and weight training. It can be said that it is pioneer of today's fitness clubs. In 1965, American company” Clark Health Club “created the first western-style fitness center in Tokyo, Japan, which promoted the development of various leisure activities and fitness industries in Japan. In 1980, the “Clark Health Club” was also introduced to, Taipei, Taiwan and became the first fully-equipped health club in the country (Chen, 1992). Since then, western-style fitness club has swept from the west to the east, creating a wave of fitness in the late 20th century.

With the continuous progress of society and the improvement of living standards, the modern people's requirements for quality of life have also been relatively raised. People have paid more and more attentions to the concept of health, and are aware of the importance of sports and health; in recent years, the government has Strongly advocating that with the rise of leisure awareness on the two days off in a week system, people’s willingness and number of people to invest in fitness activities will also increase, and the sports. Fitness and leisure club industry will follow this trend and become a new choice for people to relax their mind and body and engage in sports and recreation. The fitness clubs can not only provide good sports and leisure places, it but also need to understand that consumers participating in the exercise can maintain a good physical

condition. The use value gained from joining the fitness exercise means that they can enjoy and create their own meaning and value. The people use the sport. The concept of stress relief, fitness and health care has slowly taken root (Lin, 2000).

Nowadays, people have long and irregular working hours. The long-running gymnasium provides the possibility of exercise at any time. The convenience of transportation and the popularization of prices are also the reasons why a large number of consumers are willing to join the fitness industry. The modern people's need for health has become increasingly urgent. Besides wishing to make the body healthier through exercise, it also hopes to have a private space where they can enjoy a relaxing leisure experience after a busy work, resulting in the vigorous development of health clubs (Dai, 2002). Although sports and fitness clubs have the responsibility of promoting sports, business is the main purpose of business. With more and more competitors and more and more smart consumers, it is an indispensable condition to run a successful fitness club and research consumer behavior (Fan, 1999).

2. Problem Statement

Sports and leisure clubs are highly service-oriented industries. Therefore, they pay great attention to the satisfaction of customers and take the satisfaction of customers' needs as the maximum goal. In recent years, professional sports leisure and health clubs have risen in the country, and market demand has also become more popular and generalized. How clubs operate and manage to meet consumer needs and improve their competitiveness has become an important issue for operators. In order to

understand the motives of customers in fitness clubs, pay attention to customer satisfaction, contribute to operational management and effectively grasp customer needs, and create maximum profits for the company, this is the purpose of this study for Kaohsiung City daily exercise studio.

3. Research Questions

The following research questions have been used to understand satisfaction with daily exercises studio customers:

3.1 Which age groups will be more satisfied with daily exercise studio service?

3.2 Which educational level will be more satisfied with daily exercises studio service?

3.3 Which group monthly income will be more satisfied with daily exercises studio service?

4. Purpose of Study

The purpose of this study is to understand the motives of customers in fitness clubs and customer satisfaction, contribute to operational management and effective customer needs, and create maximum profits in daily exercise studio.

5. Research Methods

The questionnaire survey, t test and the single factor variances would be used in this study.

5.1 Data Collection

This study used the old and new members of Kaohsiung City daily exercise studio as the research object. A total of 120 questionnaires were distributed to people who had participated in daily exercise studio between

November and December in 2016; a total of 100 valid questionnaires were collected

5.2 Respondents profile

The demographic analysis of questionnaire responses 100 with gender and age group, 50 males (50%) and 50 females (50%) (Table 01).

Table 01 Analysis of participants' demographics and participation behaviours N=100

Variable	Category	Frequency	Percentage
Gender	Male	50	50%
	Female	50	50%
Age Group	20-25 years old	30	30%
	25--30 years old	30	30%
	30-35 years old	15	15%
	35-40 years old	15	15%
	40 years old & over	10	15%

In addition, the table 2 showed that the differences in demographic statistics with single factor analysis summary.

(Table 02)

Summary of the differences in demographic statistics with single factor analysis

Demographics	Category	Number	Mean	SD	F value	P value
Age Group	20-25 years old	30	1.78	0.59	4.62*	0.002
	25--30 years old	30	2.44	0.56		
	30-35 years old	15	2.33	0.63		
	35-40 years old	15	2.33	0.69		
	40 years old & over	10	2.5	0.48		
Education Level	Primary school	25	2.57	.43252	1.04	.391
	High school	40	2.65	.70917		
	Senior High school	15	2.62	.39278		
	College	15	2.93	.82993		
	Graduate school	5	2.43	.00000		
Occupation	Agribusiness	10	1.83	.52705	6.383	.321
	Officer & Educator	35	2.48	.67294		
	Service Industry	15	1.44	.43033		
	Students	20	2.25	.88440		
	Family Manager	5	2.33	30.8%		
	Retirees	3	.0000	.0000		
	Gov. worker	5	2	.0000		
	Others	5	2.7	.0000		
Monthly Income	under NTD 20000	25	2.57	.43252	1.040	.391
	NTD 20,000-35000	40	2.65	.70917		
	NTD 35000-50000	15	2.62	.39278		
	NTD 50000-60000	15	2.93	.82993		
	Above NTD 60000	5	2.43	.00000		

Table03 Summary of gender and fitness club purchase willingness survey with t test analysis

Variable	gender	Number	Mean	SD	t value	P valve
Overall	male	50	2.2	0.588	0.29	0.82
	female	50	2.23	0.85		

Table 04 Summary Gender and fitness club store impression table t test analysis

Variable	gender	Number	Mean	SD	t value	P valve
Overall	male	50	2.7	0.57	0.81	0.42
	female	50	2.6	0.66		

Table05 Summary of Member and fitness club purchase intention survey t test analysis

	Membership	Number	Mean	SD	t vale	P valve
Overall	Yes	55	1.8788	0.65	0.6	0
	No	45	2.6296	0.6		

Table 06 Summary of Member and fitness club shop impression table t test analysis

	Membership	Number	Mean	SD	t value	P vale
Overall	Yes	55	2.6169	0.6	-0.722	0.472
	No	45	2.7063	0.64		

Table07 Summary of place of residence and fitness club purchase intention survey t test analysis °

	Membership	Number	Mean	SD	t value	P vale
Overall	Local	30	1.8889	0.66	-0.31	0.003
	Others	70	2.3571	0.71		

Table 08 Summary of place of residence and fitness club shop impression table t test analysis

	Membership	Number	Mean	SD	t value	P vale
Overall	Local	30	2.4643	0.41	-0.2086	0.04
	Others	70	2.7398	0.67		

Finding and Conclusion

The rise of the health club reflects the enthusiastic attention of many people to the "fitness body". Satisfaction is a kind of leisure experience, but also a shape of the body's consumption experience. In fitness industry, the higher the membership satisfaction, the higher the loyalty, and the higher the quality of the member service, the higher the loyalty will be.

Conclusion

Based on above research, the different ages involved in the Satisfaction Survey of Kaohsiung City's daily exercise studio was mostly between "45-50" and "51-55" age group.

The average monthly income for daily exercise Studio satisfaction survey were involved between NTD 21000 to NTD 35000. Finally, the degree of the degree of satisfaction in the daily exercise of the work room is mainly

in the degree of "college level".

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