

Factors Influencing Customer Satisfaction in Butwal Sub-Metropolitan City Gyms

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Abstract

This research examined the variables that influence individuals' satisfaction levels at fitness facilities, encompassing factors such as cost, proximity, advertising efficacy, and equipment quality. The objective was to assist gym owners in improving their services and ensuring the satisfaction of their clientele. The study revealed that while the presence of high-quality gym equipment is deemed crucial, its impact on customer satisfaction was found to be negligible. Conversely, factors such as location, advertising, and affordability were identified as significant determinants of customer satisfaction. The proposition posits that in order to enhance customer satisfaction, proprietors of fitness establishments should prioritize the facilitation of convenient access, the establishment of reasonable pricing, and the implementation of effective promotional strategies. In a highly competitive market, identifying and effectively resolving these concerns can lead to increased customer satisfaction and overall business prosperity for the health center.

Keywords: Advertisement, Quality of Equipment, Location, Cost and Customer Satisfaction

I. Introduction

The prevalence of health clubs has increased significantly due to the growing recognition among individuals of the significance of maintaining an active lifestyle. Patron satisfaction is critical to the success of these clubs. Clubs endure or fail depends on the quality of service they provide to their patrons. Fitness has historically been an essential component in the preservation of one's health. It is vital to ascertain the opinions of clients regarding the services they have received. A customer's level of satisfaction is impacted by their perception of the quality of the services they receive, as stated by Barbosa et al. (2022). Satisfaction, in turn, affects the customer's level of dedication and loyalty to the brand. Understanding the preferences of different customer segments is of utmost importance for delivering exceptional experiences and ensuring their complete satisfaction. Ensuring customer satisfaction is of utmost importance for the growth and prosperity of any enterprise. The likelihood that patrons will return, advocate for the club, and express favorable opinions about it is positively correlated with customer satisfaction (Do & Vu, 2020; Foroughi et al., 2019).

Therefore, ensuring customer satisfaction ought to be a gym's principal objective. The cost structure of health centers is a substantial determinant of member satisfaction. The cost of products and the way in which consumers perceive their worth are substantial determinants. Ensuring that products are priced reasonably and contain no concealed expenses can contribute to customer satisfaction (Dahal, 2021; Rynca & Ziaecian, 2021). Moreover, the availability and quality of equipment in health clubs significantly influence the mood of their members. Consumers prefer functional and contemporary products. Customers are content when a diverse range of superior products is accessible (Do & Vu, 2020). In addition to their amenities and pricing, health clubs' locations also impact customer satisfaction. Parking facilities, ease of access, and proximity to residential or commercial areas can all contribute to the comfort and satisfaction of a customer. Moreover, by publicizing the club, attracting fresh clientele, and bolstering the brand's reputation, impactful advertisements have the potential to elevate customer satisfaction. Ensuring transparency regarding the club's offerings, noteworthy features, and positive attributes can contribute to customer satisfaction (Do & Vu, 2020).

Owners and operators of health clubs must understand the interrelationships between membership satisfaction and the following factors: costs, club locations, advertising, and equipment quality. Health clubs can enhance the overall customer experience, increase customer retention, and improve their performance in the highly competitive fitness industry by focusing on these minor details and guaranteeing patron satisfaction. Notwithstanding the increasing prevalence of health centers, proprietors persistently encounter substantial obstacles in ensuring customer contentment. It is imperative to comprehend the determinants that impact customer satisfaction in health centers in order to enhance operations and maintain loyal clientele. Hence, ascertaining the pivotal marketing components that guarantee client contentment in health clubs is critical for the development and prosperity of this industry. The present study sought to examine the following research inquiries: This inquiry examines the various factors pertaining to health clubs that influence customer satisfaction within the context of Butwal Sub-Metropolitan City health clubs. What is the impact of health center-related factors on customer satisfaction in health clubs located in the Butwal Sub-Metropolitan City?

Previous research has examined a range of factors that impact customer satisfaction across different industries. However, there is a distinct need to conduct a focused investigation on the factors that influence customer satisfaction specifically within the context of health clubs. The study aimed to achieve the following primary objectives:

- To examine the various factors associated with health clubs that have an impact on customer satisfaction within the health clubs located in the Butwal Sub-Metropolitan City.
- To examine the influence of various factors related to health clubs on customer satisfaction within the context of Butwal Sub-Metropolitan City.

II. Literature Review

The success and sustainability of health clubs are highly dependent on the assurance of customer satisfaction (Ong et al., 2021). Acquiring knowledge regarding customer satisfaction empowers proprietors and managers of health clubs to improve their offerings and cultivate enduring customer allegiance. In the health club industry, this literature review investigates the effect of price, location, advertising, equipment quality, and facility amenities on customer satisfaction. Price expectations impact customer satisfaction in a manner consistent with prior theories, including the Price-Quality-Value model (Lee & Stoel, 2014) and the Expectancy Disconfirmation Theory. Customers are more satisfied when the prices charged are reasonable and consistent with their expectations. Establishing health centers in conveniently situated areas is one way to enhance customer satisfaction through the simplification of processes (Berry et al., 2002; Colwell et al., 2008; Ghimire et al., 2021).

Additionally, the variables of gender and age as they pertain to customer satisfaction were examined in this research. Furthermore, the gym's favorable location will provide customers with convenient access to it (Jain & Jain, 2022). Enterprises must contemplate various factors, including accessibility, competition, maintenance, market research, and the surrounding area, when determining an appropriate location (Anjelika & Sinaga, 2022). Customers exhibit a marked increase in satisfaction when prices are competitive and in line with the quality of the products (Dimiyati & Subagio, 2016). The study provided a definition of affordability as the ability of the customer to afford the usage fee of the service. The evaluation of equipment and advertisements for quality is predominantly influenced by public sentiment and the service quality model. Although clubs of similar nature may attract similar numbers of patrons, they may not deliver identical offerings or uphold the same level of excellence that appeals to different demographic groups (Routier et al., 2020). The apparatus present in health clubs possesses the capacity to attract and gratify members. Adequate equipment maintenance is of utmost importance (Teik, 2015). Numerous facets of an organization-finances, facilities and equipment, programme services, personnel, research, statistics, and operational procedures - require effective planning (Bucher & Krotee, 2002).

This study investigated the most critical elements that contribute to ensuring client satisfaction in health clubs. The quality of equipment, prices, and location all have a substantial effect on customer satisfaction. The proprietors and managers of health centers ought to take into account the aforementioned factors when setting prices, choosing locations, developing advertisements, and maintaining equipment. Health centers can enhance member retention, satisfaction of clients, and overall success by effectively carrying out these responsibilities. Additional investigation is necessary to examine potential correlations and supplementary variables that impact customer satisfaction in the health club sector. The present investigation drew inspiration and knowledge from prior research and concepts, as illustrated in Figure 1. The metric being examined is customer satisfaction, and the marketing mix comprises the variables that influence it.

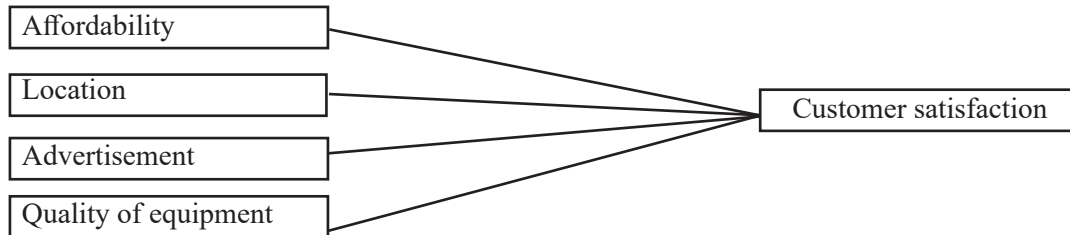
Conceptual framework**Independent Variable****Dependent Variable**

Figure : Conceptual framework

Hypotheses

Hypothesis 1: A significant association exists between the level of affordability and the degree of customer satisfaction.

Hypothesis 2: A significant correlation exists between the geographical location of a business and the level of customer satisfaction.

Hypothesis 3: A statistically significant correlation exists between the promotional activities of the club and the level of customer satisfaction.

Hypothesis 4: A statistically significant association exists between the quality of the club's equipment and the level of customer satisfaction.

III. Methodology

A method called the descriptive-causal comparative was used in this study. Its goal was to find out about people who use gyms in the Butwal Sub-Metropolitan City. A survey was sent to 273 conveniently chosen gym members to get their opinions for this study. The poll was split into two parts. In the first part, information like the participants' age and gender was asked for. The second part looked at customer satisfaction and focused on gym-related factors like cost, location, and the quality of the equipment. To make it easier for people to answer, the questions were set up on a scale from 1 to 5. A 1 means strong agreement, a 2 means agree, a 3 means neutrality, a 4 means disagreement, and a 5 means strong disagreement. Cronbach's Alpha was used to make sure that the questions were reliable and consistent. Because the results were reliable, more research could

be done on them. The study looked at data from participants, correlations between variables, and regression analyses of variables that were independent and dependent (Thumboo et al., 2013).

IV. Results

Table 1

Reliability Test

Variables	Cronbach's Alpha	Number of Items
Affordability	.801	5
Location	.856	4
Advertisement	.725	3
Quality of Equipment	.856	4
Customer Satisfaction	.798	4

Table 2:

Profile of Respondents

Group	Frequency	Percent	Group	Frequency	Percent
<i>Gender:</i>			<i>Age:</i>		
Male	300	78.1	Below 20 years	100	26.0
Female	84	21.9	21 to 40 years	200	52.0
			41 above	84	22.0
Total	384	100.0	Total	384	100.0

Table 2 shows information about the gender and age of the people who took part in this study. According to the data, there were more male participants than female participants. In terms of age, most of the participants were between the ages of 21 and 40. The next largest groups were made up of people younger than 20 and older 41 above. When looking at what makes gym-goers happy, it's important to be aware of how things like age and gender can affect people's thoughts and experiences. The study also looked into how satisfied customers were with the gym. The results are shown in Table 3, along with the study's main variables.

Table 3:

Results of Correlation

Factors	Affordability	Location	Advertisement	Quality of Equipment
Customer Satisfaction	.920**	.930**	.856**	.910**

**At the 2-tailed 0.01 significance level, the correlation is significant

The findings derived from the examination of the interrelationships among various variables indicate a direct correlation between customer satisfaction and the following factors: equipment quality, location, cost, and advertising. These factors are crucial and significantly influence the level of satisfaction that patrons derive from their gym visits. Hence, to ensure patron satisfaction and a positive gym experience, health club management should prioritize and strive to enhance the aforementioned factors (according to this study).

Table 4:

Outcomes of Regression

Model	B	Std. Error	Beta	t	Sig.
(Constant)	.160	.065		2.46	.030
Affordability	.310	.060	.300	5.17	.000
Location	.320	.085	.350	3.76	.000
Advertisement	.305	.140	.270	2.18	.000
Quality of Equipment	.200	.180	.15	1.11	.155

Dependent Factor: Predictors of Constant Customer Satisfaction: Cost, Accessibility, Place, Promotion, and Equipment Quality, $P = .000$; $R = .950$; $R^2 = .9025$; Adjusted $R^2 = .9015$

The research findings indicate that customer satisfaction with the health center is notably and positively influenced by price, location, and advertising. However, equipment quality does not have a direct effect on customer satisfaction. According to the findings of this study, health club operators ought to prioritize cost reduction, accessible location maintenance, and effective marketing strategies as means to enhance overall club performance and contentment of customers.

V. Discussion

This study builds on previous ones by identifying critical aspects of health center membership that affect members' happiness. It was looked into how factors like price, location, advertising, and quality of equipment all played into members' overall happiness at health centers. According to Srivastava and Kaul (2014) and Dahal et al. (2022), customers are more satisfied when using a product or service that is easy to access. Dimyati and Subagio (2016) found that customers were more satisfied when prices were lower. The study also uncovered the importance of cost as a contributing factor. The findings disprove Teik's (2015) claim, showing that health centers' apparatus is what brings in customers and makes their time there more enjoyable. Keeping exercise equipment in good working order is crucial, according to Teik (2015), and customer satisfaction is strongly correlated with location (Jain & Jain, 2022). The findings of this study suggest that health and health centers can improve customer satisfaction, recruit new members, and remain financially stable if they recognize and respond to these issues.

VI. Conclusion

The present study examined the factors that influence customer satisfaction in health clubs located in the Butwal Sub-Metropolitan City. The findings suggest that customer satisfaction is influenced by advertising, location, and price, as these factors demonstrate statistical significance. However, it was observed that the quality of the equipment had minimal impact. The club's convenient location and reduced prices were cited by customers as factors contributing to their heightened satisfaction. Moreover, the implementation of impactful advertising campaigns that highlighted the range of services offered by the club played a substantial role in enhancing customer satisfaction. Surprisingly, a lack of direct correlation was observed between the quality of equipment and the level of customer satisfaction. According to the study, the study found that customer satisfaction in health clubs was influenced by the combined impact of pricing, location, and advertising for approximately 90% of the observed instances. Hence, it is imperative for clubs to give precedence to these factors in order to enhance customer satisfaction.

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