



Relationships Between Service Quality, Customer Loyalty and Customer Repurchase Intention: The Example of Health and Fitness Clubs

Ali Çağrı GÜCAL^{1*}  Bülent GÜRBÜZ² 

¹Department of Recreation, School of Physical Education and Sports, İstanbul Nişantaşı University, İstanbul, Türkiye

²Department of Sports Management, Faculty of Sports Sciences, Ankara University, Ankara Türkiye

Keywords

Customer loyalty,
Health and fitness clubs,
Repurchase intention,
Service quality

ABSTRACT

This study was conducted with the aim of testing the relationships between service quality perceptions, customer loyalty levels, and customer repurchase intentions of customers in health and fitness clubs. The sample group for the study comprised 476 individuals (233 female, 243 male) exercising in health and fitness clubs. Participants answered the Turkish version of the “Service Quality Assessment Scale (T-SQAS)”, the Turkish version of the “Loyalty Scale in Sport Services (T-LSSS)” and the Turkish version of the “Repurchase Intention Scale (T-RIS).” For the analysis, t-test, MANOVA, ANOVA, and Pearson correlation statistical methods were used. The most substantial gap between participant expectations and perception scores concerning service quality was observed in the “program” subscale, while conversely, the “locker room” subscale had the smallest difference. The means subscale scores for the “(T-LSSS)” of female participants were identified as being higher than those of male participants. There was a positive relationship between service quality, customer loyalty, and repurchase intention. Finally, it was evident that members were dissatisfied with the services offered, indicating an inconsistency between their expectations and the actual service delivery. Managers of health and fitness clubs should make the necessary effort to increase the service quality of their clubs to the highest level. Positive effects of service quality on the formation of repurchase intention, the first stage of creating loyal customers, will increase the competitive power of health and fitness clubs in the market.

Article History

Received 25 December 2023

Revised 29 June 2024

Accepted 16 July 2024

Available Online 28 August 2024

* Corresponding Author:

Ali Çağrı GÜCAL

E-mail Address:

alicagri.gucal@nisantasi.edu.tr

INTRODUCTION

In recent years, industrialized and developing countries have consistently increased the value placed on leisure activities (Haw et al., 2023; Tapps & Wells, 2019). Leisure activities comprise an environment that increases the quality of life of individuals and ensures that they gain new benefits (Gürbüz & Henderson, 2014). Participation in leisure activities appears to be an antidote to working life (Forde et al., 2014). In line with this, individuals have oriented toward health and fitness clubs to enjoy leisure quality and healthily (Jones et al., 2020). Activities in health and fitness clubs involve many benefits for individuals like weight control, development of the cardiovascular system and protection from non-infectious diseases in physical terms; development of self-esteem, motivation, acquiring self-confidence and communicating with individuals in cognitive terms; and increased cohesion and solidarity in social terms (Sheehan, 2015).

The interest and demand for participation in leisure activities have begun to increase due to many things, like social and psychological reasons, led by the increase in health awareness around the world worldwide (Li et al., 2020; Matic et al., 2020). The competitive environment created by this increased demand has made it necessary for businesses offering recreational activity services and their managers to make more intense and different efforts to keep up with the competition (Alexandris et al., 2012). At this point, it is imperative for businesses operating in the leisure sector to elevate customer satisfaction levels and cultivate loyalty by enhancing the quality of their services (Yoshida, 2017). Increasing customer loyalty brings concepts like service quality, customer loyalty, and customer repurchase intention to the forefront.

As per the literature by Smith et al. (2014), health and fitness clubs have strived to create a diverse range of strategies geared towards retaining customers, ensuring that individuals receive services, and fostering long-term membership within the business. Much research (Chiu et al., 2019; Theodorakis et al., 2019) indicates that the service quality factor plays a critical crucial role in affecting customer intention to become a member of the business or to repurchase services (Phonthanakitithaworn & Sellitto, 2018).

Numerous studies, particularly in the international literature, investigate the relationships between service quality, customer loyalty, and customer repurchase intentions (Gürbüz et al., 2012). These studies concluded that there was a strong and positive relationship between service quality, customer loyalty, and repurchase intentions (Chiu et al., 2019). A

study titled “Perceived Service Quality and Customer Loyalty among Health and Fitness Club Members” by Tsitskari et al. (2017) concluded that there was a positive and high degree of relationship between service quality and customer loyalty. Another study investigated the relationship between service quality and customer repurchase intention and identified a positive relationship between the variables. As the business’s service quality increases, customers’ repurchase intentions increase. In line with this, customer loyalty and satisfaction will increase (Armbrecht, 2021).

Finally, the third concept for health and fitness clubs is repurchase intention. For businesses to compete and make a profit, they must display the necessary effort in relation to the repurchase intention concept (Lianopoulos et al., 2021). Entrepreneurs would like customers to continue purchasing from them. Within this framework, higher quality standards and customer loyalty are required. There is a clear and strong link between repurchase intent and customer loyalty (Zopiatis et al., 2017).

In line with this, health and fitness clubs must increase service quality, develop customer loyalty, and ensure customer repurchase intentions. For this, they must make long-term strategic plans. For businesses to develop customer loyalty, it is necessary to measure customer attitudes and expectations and to meet their demands in time. The final purpose of businesses is to steadily increase service quality, develop customer loyalty, and ensure repurchase behavior (Armbrecht, 2021).

In conclusion, there are many scientific studies in the international literature examining the relationship between service quality, customer loyalty, and repurchase intention in health and fitness clubs (Aizat et al., 2023; Wang & Chiu, 2023). However, it can be said that such an important issue is rarely addressed in the national literature. In addition, Turkey also determined the service quality, customer loyalty, and repurchase intention levels of customers in health and fitness clubs. Therefore, this study aimed to test the relationship between the perception of service quality, customer loyalty, and customer repurchase intention of health and fitness clubs’ members.

Theoretical Framework and Hypotheses

Service Quality

Service quality, defined as “activities creating value and ensuring benefit” for consumers, is a concept with popularity increasing from the past to the present (Jeaheng et al., 2020; Peitzika et al., 2020). Service quality plays vital role in businesses’ ability to build

customer loyalty and repurchase intent, as well as maintain a steady existence (Obeidat et al., 2012). For this reason, service quality in association with different variables has been the topic of many studies (Byon et al., 2013; Theodorakis et al., 2019). Among these variables, concepts like customer loyalty, customer satisfaction, repurchase intention, and quality of life come to the forefront (Leutwiler-Lee et al., 2023).

As outlined by Prentice et al. (2020), service quality encompasses multiple contributing factors, with the foremost importance placed on the quality standard set by the firm. Quality is a phenomenon that can be achieved with long-term strategic planning and transforms into a behavioral effort among customers (Ma & Kaplanidou, 2018). Service quality is “the direction and degree of difference between customer expectations and perceptions” (Parasuraman et al., 1985). Service quality is an essential marker in terms of the sustainability and profitability of businesses. It is important to identify the difference between customers’ expectations about a service and their perceptions after receiving it and to develop the necessary strategies to increase satisfaction based on the emerging results (Zopiatis et al., 2017). Within this scope, the following hypothesis was developed:

H₁: A statistically significant difference exists between the expectation and perception scores for service quality among health and fitness club members.

A review of the literature reveals a substantial number of studies investigating the interplay among service quality, customer loyalty, and the intention of customers to repurchase (Tian et al., 2021). Moderate and high-level positive relationships were found between service quality, customer loyalty, and customer repurchase intention. From this perspective, it is possible to assert that as business service quality improves, so does customer loyalty and repurchase intention. For businesses to maintain their existence, take their place in the market, and increase profit rates, they should increase service quality to be in line with customer expectations and create customer loyalty (Yoshida, 2017).

Customer Loyalty

Customer loyalty is a concept emphasized by businesses, a criterion in strategic planning, and offers inferences about success (Lianopoulous et al., 2021). Customer loyalty is the primary goal for businesses because of the positive outcomes in terms of customer repurchase intention, long-term relationships, and profitability (Prentice et al., 2020). Businesses aim to create a cognitive and affective bond with customers. The bond formed with

customers also determines the life of the business. If a direct link is established, the business will have a long life; if there is no proper link, the business will fail very quickly.

Customers' bonds play an important role in businesses gaining an advantage (Baek et al., 2020). Customers' repurchase behavior is closely associated with their loyalty to the business. Regarding attitudinal loyalty, loyal customers consistently repurchase from the brand or business with which they have an emotional bond. As an emotional bond is created with the business, loyal customers will not change their choice and will continue to display repurchase behavior even if an attractive alternative emerges (Lianopoulos et al., 2021).

The effective management of customer loyalty is essential to developing long-term customer relationships, and this is precisely what companies need to be doing. The definition of customer loyalty is qualified as "customers having positive attitudes to the business and the intention and non-coincidental desire to repurchase their services" (Pappu et al., 2005). Businesses make extensive efforts to create customer loyalty and development of customer loyalty takes a long time. For this reason, businesses must continuously renew, keep up with technological developments, and steadily meet customer demands (Avourdiadou & Theodorakis, 2014).

In conclusion, for the successful creation and continuation of customer loyalty, customers must trust the business. Creating and maintaining a sense of trust between the company and its target audience are very important (Tian et al., 2021). For the creation of a feeling of trust, it is necessary for the business to fulfill their commitments made to customers, offer missing or promised services in time, continuously increase the quality of services, and meet demands by accurately analyzing the target audience (Leutwiler-Lee et al., 2023).

Repurchase Intention

With the growth of the sports industry, the concept of repurchase intention plays an important role in businesses being able to take their place in the market, preserve their place, and compete with other businesses (Um & Yoon, 2020). Repurchase intention is a positive marker of customer loyalty. A situation involving behavior related to the quality of services or products received by customers from a business or related to the loyalty levels resulting from this quality is referred to as repurchase intention. One of the most pronounced features of repurchase behavior status is individuals making recommendations and publicizing the business (Li et al., 2020). The concepts of loyalty and repurchase are highly interdependent elements (Shukla, 2009).

Repurchase intention occurs within the framework of business strategies as a result of strong customer loyalty created with customers (Ma & Kaplanidou, 2018). For customers to repurchase, businesses must improve service quality, accurately manage strategic action plans, continuously monitor the agenda, and build the business image and loyalty (Ferrand et al., 2010).

Within this framework, customers display repurchase behavior from the same business. There are many reasons for the creation of repurchase intention. These include the business responding to expectations in time, keeping promises, offering quality service, and creating long-term action plans (Li et al., 2020). When the international literature is examined, it is possible to see the positive effect of the importance businesses give to strategic planning and their success in practice (Vieira & Ferreira, 2017).

Communication with customers is another important factor that businesses must pay attention, and this is an element emerging in repurchase behavior (Tian et al., 2021). Communication can form strong bonds between the business and the target audience. This situation will lead to profitability for the business in the long term and increase company's image. If communication is disrupted between business and customer, this will negatively affect the institution and customers may not display repurchase behavior (Grönroos, 2004). Strengthening of communication between business and customers plays an effective role in public relations activities within the institution. For compatibility of staff and customers, a variety of leisure activities should be planned and completed. Outside the institution, customers should be drawn to the institution using advertising and media channels and then made permanent customers. Communication with the customer and public relations programs play important roles in terms of repurchase behavior. As a result, necessary effort must be displayed to create a strong bond between the customer and business and to offer quality services (Leutwiler-Lee et al., 2023).

Relationship Between Service Quality, Customer Loyalty, and Customer Repurchase Intention

Service quality, customer loyalty, and repurchase intentions comprise businesses' strategic framework (Shulman & Bullock, 2019). Recreational businesses target increasing the value of and respect for the business by developing these variables (Um & Yoon, 2020). Furthermore, to successfully manage service quality, health and fitness clubs must respond to customer expectations and actively listen to and analyze their audience continuously. A

feeling of trust must be created between customers and management and this trust should not be lost (Jasinskas et al., 2013).

Establishing a cognitive and affective connection is crucial for fostering customer loyalty, representing another critical aspect. The bond with customers also determines the longevity of health and fitness clubs. If the correct bond is created, it will continue to exist, while a mistaken bond will lead to closure in a short duration. Businesses must improve service quality, accurately manage strategic action plans, consistently follow the agenda, and create a business image and loyalty for customers to repurchase (Ferrand et al., 2010). Some variables affect service quality, customer loyalty, and customer repurchase intentions for health and fitness clubs. Many researchers have drawn attention to the importance of these variables (Armbrecht, 2021; Baek et al., 2020).

In this sense, the “gender” variable is one of the critical independent variables frequently used in the literature (Jeaheng et al., 2020; Phonthanakitithaworn & Sellitto, 2018). Measurement of the service quality, customer loyalty, and repurchase intention concepts, as well as the identification of the differences and associations of these concepts with the gender variable, play important roles in business planning (Theodorakis et al., 2019). As a result, identifying the expected and perceived service quality levels of men and women, and the associated customer loyalty and repurchase behaviors was deemed an important variable in this study. In light of this knowledge, the following hypothesis was created:

H₂: There is a statistically significant difference in the service quality perceptions, customer loyalty levels, and customer repurchase intentions of health and fitness club customers according to the gender variable.

Another independent variable in the study is “facility usage frequency.” This variable was assessed as an important parameter in many studies about measuring service quality expectations of customers and the development of loyalty (Matic et al., 2020). Additionally, the facility usage frequency of customers is a factor affecting the emergence of repurchase intentions. Identification of results related to the facility usage frequency variable is an important marker for health and fitness clubs displaying successful and effective management approaches (Vieira & Ferreira, 2017). In the study, an attempt was made to identify the expectations and perceived service quality levels and link customer loyalty and repurchase behavior of customers with low or high facility usage frequency. In accordance with this, the following hypothesis was developed:

H₃: There is a statistically significant difference in the service quality perceptions, customer loyalty levels, and customer repurchase intentions of health and fitness club customers according to the facility usage frequency variable.

Our study includes concepts like service quality, customer loyalty, and repurchase intentions. Several studies observed a positive relationship between these concepts (Chiu et al., 2019). Businesses were observed to attach much importance to the service quality, customer loyalty and repurchase intention concepts (Tian et al., 2021). Service quality is the first element requiring attention for the business's reputation and customer satisfaction (Peitzika et al., 2020). Along with creating a strategic framework, businesses increase service quality with long-term strategic plans (Vieira & Ferreira, 2017).

Businesses must improve service quality, increase customer loyalty, and develop repurchase intentions to achieve competitive superiority. In this way, they will follow a successful strategic policy (Um & Yoon, 2020). Additionally, businesses must create programs adopting a continuous development policy related to service quality, customer loyalty and repurchase intention to create a brand identity and strengthen corporate image (Armbrecht, 2021).

Examining the connection between service quality and the intention to return, it becomes evident that both factors are crucial for health and fitness clubs (Peitzika et al., 2020). For these factors to have a positive effect on businesses, customer loyalty is necessary (Gürbüz & Gücal, 2020). Adequate service quality is likely to lead to higher repurchase intention. In this situation, individuals will display a tendency not to change their business, price sensitivity, or complain (Phonthanukitithaworn & Sellitto, 2018). When the other two elements of customer loyalty, and repurchase intention are investigated, loyalty and repurchase intention are two associated concepts. For businesses to sustain their existence in the long term, it is necessary to create customer loyalty and customer repurchase intention (Barshan et al., 2017). Customers' intent to repurchase is strongly related to their loyalty to the company. Several researchers emphasized that the elements determining the repurchase intention of customers involved service quality and customer loyalty (Alexandris et al., 2012; Gürbüz et al., 2012). This led to our hypothesis with the aim of determining the direction and intensity of the relationship between these three concepts;

H₄: There is a statistically significant relationship between the service quality perceptions, customer loyalty levels, and customer repurchase intentions of health and fitness club customers.

METHODS

Participants

The study employed a quantitative research approach, specifically utilizing the correlation method. Individuals in the sample group were determined using the 'quota sampling method', one of the non-probability sampling methods. In this method, some basic characteristics of the study population are determined. Then, quotas are determined to include these features in the sample and data collection continues until the determined quotas are filled (Creswell 2017). The sample group in the study was created from customers who have been members of the same club for at least one year in five different private health and fitness clubs located in Ankara with at least 1000 members and have been operating regularly for the last five years. The sample group comprised a total of 476 ($M_{\text{age}} = 28.13 \pm 8.21$) participants with 233 female ($M_{\text{age}} = 27.81 \pm 8.32$) and 243 male ($M_{\text{age}} = 28.44 \pm 8.10$).

This research complies with the Declaration of Helsinki. The research, permission was obtained from the Ethics Committee Chair (Ankara University Ethics Committee, Issue Number: 56786525-050.04.04/21643, Date: 21/03/2019) about the ethical suitability of the study. Additionally, necessary permissions were obtained from the corresponding authors to use the scale tools in the research. After receiving ethics committee permission and scale use permission, informed consent forms and data collection tools were applied to participants by paying attention to principals of volunteerism and privacy.

Procedures

Before beginning the research, permission was obtained from the Ethics Committee Chair about the ethical suitability of the study. Additionally, necessary permissions were obtained from the corresponding authors to use the scale tools in the research. After receiving ethics committee permission and scale use permission, informed consent forms and data collection tools were applied to participants by paying attention to the principles of volunteerism and privacy.

The research included members of health and fitness clubs in Ankara who were older than 18 years. Data were obtained face-to-face by the researcher before and after exercise in the health and fitness clubs with the consent of the members. It took approximately three months (March-April-May 2019) to access all the data. The study participants were requested to complete a survey form comprising two sections. The first section included a variety of

questions about the participants' personal information. The second section included three different scales, which were explained in detail below.

Service Quality Assessment Scale

The Turkish version of the "Service Quality Assessment Scale (T-SQAS)" was used to assess the service quality expectations and perceptions of health and fitness club members. It was developed by Lam et al. (2005) and adapted to Turkish by Gürbüz et al. (2005). Cronbach's Alpha internal consistency coefficients were calculated to test the reliability of the scale. The Cronbach's Alpha internal consistency coefficients ranged from 0.75 to 0.92 for the sub-dimensions. The scale comprises 34 items and has a 4-factor structure. The factors on the scale are "staff," "program," "locker room," and "facility." Items on the scale are ranked from 'not at all important (1)' to 'extremely important (7)' and organized on a 7-point Likert scale.

Loyalty Scale in Sport Services

The Turkish version of the "Loyalty Scale in Sport Services (T-LSSS)" developed by Bodet (2012) and adapted to Turkish by Çimen et al. (2016) was used to measure the loyalty of customers participating in the research to their health and fitness clubs. Cronbach's Alpha internal consistency coefficients were calculated to test the reliability of the scale. The Cronbach's Alpha internal consistency coefficients ranged from 0.52 to 0.86 for the sub-dimensions. The scale comprises 23 items with 8-factor structure. The scale factors are "behavioral intentions," "resistance to change," "overall satisfaction," "perceived value," "position involvement," "informational complexity," "importance-hedonism," and "sign." The scale items have 5-point Likert rating. The Likert choices are ranked from 'definitely disagree (1)' to 'definitely agree (5)' and scores are given accordingly.

Repurchase Intention Scale

In this study, the items on the "Repurchase Intention Scale (T-RIS)" developed by Özcan and Argan (2014) were adapted for use. To test the validity and reliability of the scale, the data collection phase was carried out with a total of 211 participants, 91 (43.1%) women and 120 men (56.9%). To determine the suitability of the data for factor analysis, Kaiser-Meyer-Olkin (KMO), and Bartlett Sphericity test, exploratory factor analysis (EFA) were performed to determine the factor structure of the scale, and confirmatory factor analysis (CFA) was performed to confirm the factor structure. Cronbach's Alpha internal consistency coefficients were calculated to test the reliability of the scale. The Cronbach's Alpha internal consistency

coefficient 0.82 for the factor. The scale comprises four items and a single factor. Participants rate the items on the scale from 1-definitely disagree to 7-definitely agree with assessments requested on a 7-point Likert scale.

Data Analysis

The SPSS 20.0 statistical program was used for statistical analysis of data collected for the research. For the analysis of data, first, the normal distribution was examined with skewness and kurtosis values, and data were between -3 and +3, indicating normal distribution (Byrne, 2010). As a result, the skewness and kurtosis values for all items supported normality for parametric tests. Analysis of data used descriptive statistics, paired samples t-test for determination of differences between variables, independent samples t-test, multivariate analysis of variance (MANOVA), one-way analysis of variance (ANOVA), and simple linear Pearson correlation analysis. Cronbach Alpha internal consistency coefficients were calculated to test the reliability of scales. The internal consistency coefficients for the T-SQAS found that all subscale scores were highly reliable, with scores varying from 0.75 to 0.92. The internal consistency coefficient for the T-RIS identified a high level of reliability (0.82). Finally, the internal consistency coefficients for the T-LSSS calculated that all subscale scores were moderately and highly reliable, with scores identified to vary from 0.52 to 0.86.

RESULTS

According to the results of analyses performed to test whether there was a statistically significant difference between the expectation and perception scores of participants about service quality offered by facilities to members, there were statistically significant differences between the mean difference scores of participants for all subscales of the T-SQAS. The greatest difference between the mean scores for expectation and perception of service quality was for the 'program' (0.64) subscale, with the lowest difference identified for the 'locker rooms' (0.42) subscale (Table 1).

Table 1

Descriptive Statistics and Mean Differential Scores Among the T-SQAS Subscales

Subscales	N	Mean	SD	Differential Score	t	p
Staff - Expectation	476	6.87	0.23	-0.520	23.359	0.000***
Staff - Perception	476	6.35	0.54			
Program - Expectation	476	6.87	0.24	-0.635	22.818	0.000***
Program - Perception	476	6.23	0.63			

Table 1 (Continues)

Subscales	N	Mean	SD	Differential Score	t	p
Locker Room- Expectation	476	6.87	0.26	-0.419	17.988	0.000***
Locker Room- Perception	476	6.45	0.58			
Facility - Expectation	476	6.54	0.46	-0.445	21.156	0.000***
Facility - Perception	476	6.09	0.56			

Note. *p<0.05, **p<0.01, ***p<0.001

MANOVA results indicated the main effect of the gender variable on the T-LSSS [$\lambda = 0.844$, $F(8, 467) = 10.814$, $p < 0.01$] and T-SQAS [$\lambda = 0.950$, $F(4, 471) = 6.141$, $p < 0.01$] subscales was significant. ANOVA analysis results found the subscale mean scores for the T-LSS position involvement [$F(1, 474) = 77.370$, $p < 0.01$] and T-SQAS program-difference [$F(1, 474) = 13.445$, $p < 0.01$] subscales statistically significantly differed in terms of the main effect of gender.

For both scales, the mean scores of female participants were higher than the mean scores for male (Table 2). According to the results of an independent samples t-test analysis (Table 3), the T-RIS ($t_{474} = -0.551$; $p > 0.05$) mean scores of participants did not differ statistically significantly by gender. The facility usage frequency variable had no significant main effect on the T-LSSS [$\lambda = 0.975$, $F(16, 932) = 0.750$, $p > 0.05$] subscales but had a significant main effect on the T-SQAS [$\lambda = 0.951$, $F(8, 940) = 2.964$, $p < 0.01$] subscale mean scores. Analyses found that the T-LSSS ($p > 0.05$) subscale scores of participants did not statistically significantly differ. The T-SQAS scores of participants were identified to be statistically significantly different for the staff-difference [$F(2, 473) = 6.241$, $p < 0.01$], locker room-difference [$F(2, 473) = 4.423$, $p < 0.05$] and facility-difference [$F(2, 473) = 3.275$, $p < 0.05$] subscales. Participants using the facility three days, or more were found to have higher mean scores compared to other participants (Table 4).

Table 2

Descriptive Statistics and MANOVA by Gender Results Among the T-LSSS and the T-SQAS Subscales

Subscales	Gender	N	Mean	SD	F	p
Behavioral Intentions (T-LSSS)	Female	233	4.53	0.47	0.009	0.925
	Male	243	4.54	0.44		
Resistance to Change (T-LSSS)	Female	233	4.42	0.47	0.860	0.354
	Male	243	4.38	0.44		
Overall Satisfaction (T-LSSS)	Female	233	4.42	0.45	1.144	0.285
	Male	243	4.38	0.40		
Perceived Value (T-LSSS)	Female	233	4.32	0.50	0.053	0.818
	Male	243	4.33	0.45		
Position Involvement (T-LSSS)	Female	233	4.13	0.64	77.370	0.000***
	Male	243	3.44	1.01		

Table 2 (Continues)

Subscales	Gender	N	Mean	SD	F	p
Informational Complexity (T-LSSS)	Female	233	4.26	0.56	1.069	0.302
	Male	243	4.21	0.44		
Importance-Hedonism (T-LSSS)	Female	233	4.27	0.52	0.744	0.389
	Male	243	4.23	0.49		
Sign (T-LSSS)	Female	233	4.07	0.65	1.033	0.310
	Male	243	4.00	0.67		
Staff - Difference (T-SQAS)	Female	233	-0.55	0.51	2.000	0.158
	Male	243	-0.48	0.45		
Program - Difference (T-SQAS)	Female	233	-0.73	0.63	13.445	0.000***
	Male	243	-0.53	0.56		
Locker Room - Difference (T-SQAS)	Female	233	-0.40	0.53	0.237	0.626
	Male	243	-0.43	0.48		
Facility - Difference (T-SQAS)	Female	233	-0.41	0.46	2.606	0.107
	Male	243	-0.47	0.44		

Note. ***p<0.001

Table 3

Descriptive Statistics and T-test by Gender Results for Independent Groups Among the T-RIS

Scale	Gender	N	Mean	SD	t	p
T-RIS	Female	233	6.30	0.48	-0.551	0.451
	Male	243	6.33	0.47		

Table 4

Descriptive Statistics and MANOVA Results of Frequency of Facility Usage Among the T-LSSS and the T-SQAS Subscales

Subscales	Frequency	N	Mean	SD	F	p
Behavioral Intentions (T-LSSS)	1-2 days	88	4.56	0.45	0.340	0.560
	3 days or more	388	4.53	0.46		
Resistance to Change (T-LSSS)	1-2 days	88	4.37	0.50	0.271	0.603
	3 days or more	388	4.40	0.45		
Overall Satisfaction (T-LSSS)	1-2 days	88	4.38	0.39	0.189	0.664
	3 days or more	388	4.40	0.43		
Perceived Value (T-LSSS)	1-2 days	88	4.31	0.49	0.106	0.745
	3 days or more	388	4.32	0.47		
Position Involvement (T-LSSS)	1-2 days	88	3.65	0.90	2.128	0.145
	3 days or more	388	3.81	0.92		
Informational Complexity (T-LSSS)	1-2 days	88	4.21	0.51	0.196	0.659
	3 days or more	388	4.24	0.50		
Importance-Hedonism (T-LSSS)	1-2 days	88	4.26	0.49	0.004	0.952
	3 days or more	388	4.25	0.51		
Sign (T-LSSS)	1-2 days	88	4.03	0.65	0.000	0.992
	3 days or more	388	4.03	0.66		
Staff - Difference (T-SQAS)	1-2 days	88	-0.37	0.43	10.030	0.002**
	3 days or more	388	-0.55	0.49		
Program - Difference (T-SQAS)	1-2 days	88	-0.56	0.68	1.430	0.232
	3 days or more	388	-0.65	0.58		
Locker Room - Difference (T-SQAS)	1-2 days	88	-0.32	0.48	4.107	0.043*
	3 days or more	388	-0.44	0.51		
Facility - Difference (T-SQAS)	1-2 days	88	-0.34	0.48	5.667	0.018*
	3 days or more	388	-0.46	0.45		

Note. *p<0.05, **p<0.01, ***p<0.001

According to independent samples t-test analysis results, the weekly facility usage frequency was identified not to cause a statistically significant difference in mean T-RIS [$F(2, 473) = 0.082, p > 0.05$] scores of participants in terms of the main effect (Table 5).

Table 5

Descriptive Statistics and T-test Results of Frequency of Facility Usage for Independent Groups Among the T-RIS

Scale	Frequency	N	Mean	SD	t	p
T-RIS	1-2 days	88	6.32	0.44	0.220	0.826
	3 days or more	388	6.31	0.49		

According to Pearson correlation analysis, there were positive statistically significant correlations between the T-RIS with all subscales of the T-LSSS ($p < 0.01$). Similarly, there were positive, low-moderate level, statistically significant correlations found between the T-RIS with the 4 subscales of the T-SQAS ($p < 0.01$). In general, there were low-level significant correlations between the T-LSSS subscales and the T-SQAS subscales (Table 6).

Table 6

Scale Scores Correlation Among the T-RIS, the T-LSSS, and the T-SQAS Subscales

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	F13
F1	1												
F2	0.29**	1											
F3	0.31**	0.38**	1										
F4	0.24**	0.30**	0.22**	1									
F5	0.25**	0.31**	0.35**	0.37**	1								
F6	0.10*	0.17**	0.31**	0.12**	0.19**	1							
F7	0.21**	0.26**	0.22**	0.30**	0.32**	0.13**	1						
F8	0.23**	0.21**	0.24**	0.28**	0.28**	0.12**	0.28**	1					
F9	0.18**	0.19**	0.25**	0.14**	0.16**	0.23**	0.20**	0.42**	1				
F10	0.48**	0.16**	0.11**	0.24**	0.14**	0.01	0.09*	0.19**	0.08	1			
F11	0.46**	0.19**	0.14**	0.15**	0.21**	-0.02	0.05	0.12**	0.05	0.49**	1		
F12	0.35**	0.08	0.08	0.11*	0.12**	0.01	0.19**	0.15**	0.08	0.40**	0.31**	1	
F13	0.31**	0.10*	0.05	0.05	-0.01	0.02	0.00	0.07	0.08	0.35**	0.33**	0.31**	1

Note. F1: T-RIS, F2: Behavioral Intentions (T-LSSS), F3: Resistance to Change (T-LSSS), F4: Overall Satisfaction (T-LSSS), F5: Perceived Value (T-LSSS), F6: Position Involvement (T-LSSS), F7: Informational Complexity (T-LSSS), F8: Importance-Hedonism (T-LSSS), F9: Sign (T-LSSS), F10: Staff-Difference (T-SQAS), F11: Program-Difference (T-SQAS), F12: Locker Room-Difference (T-SQAS), F13: Facility-Difference (T-SQAS)

DISCUSSION

This research aimed to identify the relationships between the service quality perception, customer loyalty level, and customer repurchase intention of customers in health and fitness clubs located in Ankara. The study analyzed the variables by associating service quality, customer loyalty, and customer repurchase intention perceptions with facility usage frequency of health and fitness clubs and the gender of participants.

Difference Between Expected and Perceived Service Quality

The service quality levels of health and fitness clubs were analyzed. This study included 303 customers from eight health and fitness clubs. In conclusion, the service quality of health and fitness clubs was below expectations. It is necessary to improve service quality and respond to customer expectations (Ying, 2015). Another study investigated the service quality of health and fitness clubs in Türkiye. The research findings revealed a negative gap between sports and fitness club members' expectations and perceptions, as well as a failure to meet customer expectations. In conclusion, the service quality offered by health and fitness clubs in Ankara did not meet customer expectations. Customers found the service they received inadequate and lacking quality. Businesses should keep service quality high and meet customer expectations to develop customer loyalty and to ensure they display repurchase behavior (Gürbüz et al., 2012).

Gender, Service Quality, Customer Loyalty, and Repurchasing Intentions

When research findings are investigated according to the gender variable, the subscale scores for the T-LSSS showed that mean scores for female participants were higher than mean scores for male participants. Female customers can be said to develop and display loyalty due to the health and fitness clubs they are members of being close to their lifestyle or due to strong communication between business and customers. Customers see businesses that are close to their lifestyles, with dynamic and energetic appearance and value shown by staff, as important, and this plays a key role in terms of customer loyalty. Accordingly, when studies in the literature are investigated, similar results are seen. For example, Tsitskari et al. (2017) used a service quality and customer loyalty scale in their study. The research results found a difference between individuals for the environment, interaction, and output quality offered within service quality and a statistically significant difference in the subscales for service quality and customer loyalty according to the gender variable. Females were concluded to

have higher mean scores for service quality perceptions and customer loyalty levels compared to males.

The T-SQAS subscale mean scores for female participants were found to be greater than those for male participants when the research findings are examined with respect to gender. Females attached importance to the 'program' quality of health and fitness clubs and found the content, quality, and suitability of the programs not to be adequate. To increase the service quality standards, health and fitness clubs need to display the necessary care for diversity, suitability, and quality of programs. Customers attach much importance to care in program preparation and implementation and this is a factor with a large share in the service quality perceptions of a business.

A study about the service quality perception of a health and fitness club indicated significant differences in T-SQAS subscale mean scores based on the gender variable when the literature is examined. Female participants were concluded to have higher mean expectation and perception scores compared to male participants. It was observed that the mean expectation scores were higher than the mean perceived scores for all subscales of service quality. There were negative differences, especially for the 'program' subscale, and customers were identified as not finding the program quality of businesses adequate and as not satisfied. Female customers had higher expectations about the service offered by businesses and can be said to attach more importance to service quality. The study results appear to support our research findings (Gürbüz et al., 2012).

Facility Usage Frequency, Service Quality, Customer Loyalty, and Repurchasing Intentions

According to the weekly facility usage frequency of health and fitness club customers, the mean scores of participants using the facilities three days or more per week were higher compared to those using the facilities one to two days for the T-SQAS subscale scores (Table 4). Tsitskari et al. (2017) separated exercise participants into sections according to participation frequency in a study entitled The Perceived Service Quality and Customer Loyalty of Health and Fitness Club Members. The motivation for participation in the exercise scale and service quality assessment scale were used. They identified a positive relationship between exercise participation frequency and service quality. As the participation frequency of participants increased, customer satisfaction levels increased.

Another study included in the literature investigated the strategic framework based on quality dimensions for health and fitness clubs. There was a positive relationship between

the participation frequency variable and service quality, and participants were concluded to give more importance to facility and program quality. Businesses should pay attention to and develop facility quality and program quality (Vieira & Ferreira, 2017). Studies in the literature support our findings. Another study by Gürbüz et al. (2012) involved research on measuring service quality levels and developing solution proposals.

Similar outcomes were observed in our research findings. Participants using the facility three days or more were identified to have higher scores for the program and locker room subscales compared to participants using the facility one or two days. Participants felt program content, suitability and quality were important and saw them as deficient. Additionally, the presence of locker rooms, distance, hygiene and safety were effective elements for participants using the facilities three days or more per week. It appears that studies in the relevant literature support our findings (Gürbüz & Gücal, 2020).

Relationship Between Service Quality, Customer Loyalty, and Repurchase Intentions

Based on the correlation analysis results for mean scores of T-SQAS, T-LSSS and T-RIS (Table 6), it can be inferred that there exists a positive statistical relationship. Service quality, customer loyalty and repurchase intentions comprise the basic qualities when businesses create strategic plans. With the increase in service quality, customer loyalty is developed (Gürbüz & Gücal, 2020) and customers display the intention to repurchase the same service. As a result, businesses make a profit, and the corporate image is enhanced. In the literature, several studies and researchers support this result. For example, a study of a health and fitness club identified a positive and high degree relationship between service quality and customer loyalty (Jeaheng et al., 2020).

Ma and Kaplanidou (2018) investigated the relationships between quality of life, service quality, and behavioral intentions in a study about recreational runners. In this study, the service quality, quality of life, and behavioral intention scales were used. In conclusion, service quality was found to positively affect the behavioral intentions of individuals. The effect of service providers' perceptions on customer loyalty as perceived by customers of health and wellness clubs was investigated. The aim of the research was to test how important the empathy factor was for the personal presentation of services and the effect on customer loyalty. It was accepted that empathy, one of the five components of the SERVQUAL model, represented service quality. They found a significant relationship between empathy and

customer loyalty. Empathy was revealed to be one of the elements increasing service quality and developing customer loyalty (Marandi & Harris, 2010).

With the increase in service quality, there is increased participation by individuals in exercise in the future. Individuals participating in regular exercise appear to have increased quality of life. We can say that regular exercise positively affects quality of life. Another study investigated the relationship between quality, satisfaction, and repurchase intention. The results of the research identified a positive relationship between service quality and repurchase intention. With the increase in service quality, customer satisfaction increased, and customers had increased repurchase intentions (Zopiatis et al., 2017).

Another study in the literature investigated the effect of service quality of health and fitness clubs on satisfaction, loyalty, and repurchase intentions. The study included 361 customers. It was identified that attitudinal and behavioral loyalty had an impact on customer repurchase intentions. They concluded that there was a strong and positive relationship between customer loyalty and repurchase intent. Customers' intent to repurchase increased as customer loyalty increased (Barshan et al., 2017). Several studies in the literature revealed similar results. Alexandris et al. (2001) used service quality and behavioral intention scales in a study with the participation of 300 individuals. The results showed a significant and strong relationship between service quality and repurchase intention. As the service quality of businesses increased, repurchase intentions increased. Service quality and repurchase intention play key roles in businesses making a profit and sustaining a permanent presence. Businesses should have high-quality standards and should ensure customers display repurchase intention. In this way, they will be successful and the corporate image will increase. This situation appears to support our research results.

Limitations

This study has some limitations, such as the fact that it only included members of private health and fitness facilities in Ankara that have served 1000 individuals on a regular basis over the course of five years. To increase the generalizability of the study, larger populations and samples may be used. Comparisons may be performed for businesses in different service sectors. It may be advised to employ qualitative research methodologies to investigate the reasons behind the study's findings. Future studies may ensure the participation of individuals with different socioeconomic statuses.

CONCLUSION

The study identified differences at a negative level between the service quality expectations and perceptions of health and fitness club members. According to this result, the participants' service quality expectations were not met. Females had higher mean scores for service quality and customer loyalty compared to males. In conclusion, females were identified to have higher loyalty to the business and higher service quality received from businesses compared to males.

As the frequency of usage of health and fitness clubs increased, customer loyalty scores of participants increased; however, this did not create a statistically significant difference. Contrary to this, individuals using facilities more frequently had higher expectations related to service quality and repurchase intention. When generally assessed, when the service quality expectations of participants were met, their loyalty to health and fitness clubs and repurchase intention increased.

Our research addresses several theoretical gaps. For example, it aids in the identification of gaps to improve services in recreational and sports enterprises (Aizat et al., 2023). Furthermore, our research contributes by grounding consumer service quality perceptions in health and fitness clubs using the gap model, one of the main theories of service quality, and assisting in the formulation of customer acquisition and retention strategies for businesses (Wang & Chiu, 2023).

The recent study not only contributes to our understanding of the subject matter but also carries profound theoretical implications. Above all, the research adds to the existing body of understanding regarding service quality, customer loyalty, and repurchase intention. The current study, revealing the relationship between service quality, customer loyalty, and repurchase intention, provides theoretical implications for addressing the concept and its meaning in a changing and transforming service sector.

PRACTICAL IMPLICATIONS

It is necessary for health and fitness clubs to create long-term strategic plans. Policies should be determined to increase service quality and customer loyalty and to create and sustain the corporate image so customers display repurchase behavior. To sustain the existence of health and fitness clubs, customer expectations should be identified by performing research and measuring customer satisfaction with the business at certain periods.

For the long-term success of health and fitness clubs, they should adopt a customer-focused understanding of quality and determine policies accordingly. Public relations activities should be organized to attract customers to the business from within and outside the business or to ensure permanence, and good intention and understanding should be created between the organization and the target audience. Activities related to customer satisfaction, company image, communication tools, and public relations that affect service quality should be prepared in advance to foster and enhance customer loyalty, and alternate solution suggestions should be made for times of crisis.

Acknowledgements

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors. The authors have no relevant financial or nonfinancial interests to disclose.

Authors' contribution

The first author contributed to research design, data collection, interpretation of the data, and preparation of the manuscript; the second author contributed to research design, statistical analysis, and preparation of the manuscript.

Declaration of conflict interest

Authors have declared that no competing interest exists.

Ethics Statement

This research complies with the Declaration of Helsinki. The research, permission was obtained from the Ethics Committee Chair (Ankara University Ethics Committee, Issue Number: 56786525-050.04.04/21643, Date: 21/03/2019) about the ethical suitability of the study. Additionally, necessary permissions were obtained from the corresponding authors to use the scale tools in the research. After receiving ethics committee permission and scale use permission, informed consent forms and data collection tools were applied to participants by paying attention to principals of volunteerism and privacy.

REFERENCES

Aizat, M. I., Zain, N. A. M., Hanafiah, M. H., Asyraff, M. A., & Ismail, H. (2023). Recreational cycling attributes, perceived value, and satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 1-24. <https://doi.org/10.1080/1528008X.2023.2243384>

- Alexandris, K., Dimitriadis, N., & Kasiara, A. (2001). The behavioural consequences of perceived service quality: An exploratory study in the context of private fitness clubs in Greece. *European Sport Management Quarterly*, 1(4), 280-299. <https://doi.org/10.1080/16184740108721903>
- Alexandris, K., Douka, S., & Balaska, P. (2012). Involvement with active leisure participation: Does service quality have a role? *Managing Leisure*, 17(1), 54-66. <https://doi.org/10.1080/13606719.2011.638203>
- Armbrecht, J. (2021). Event quality, perceived value, satisfaction and behavioural intentions in an event context. *Scandinavian Journal of Hospitality and Tourism*, 21(2), 169-191. <https://doi.org/10.1080/15022250.2021.1877191>
- Avourdiadou, S., & Theodorakis, N. D. (2014). The development of loyalty among novice and experienced customers of sport and fitness centres. *Sport Management Review*, 17(4), 419-431. <https://doi.org/10.1016/j.smr.2014.02.001>
- Baek, W. Y., Kim, K. A., Kim, D. H., & Byon, K. K. (2020). The impacts of the perceived golf course brand globalness on customer loyalty through multidimensional perceived values. *Sustainability*, 12(3), 978-990. <https://doi.org/10.3390/su12030978>
- Barshan, G., Elahi, A., & Aghaei, N. (2017). Impact of service quality on satisfaction, loyalty and intention to revisit of sport customers: The case study of swimming pools in Alborz Province. *International Review of Management and Marketing*, 7(2), 334-339.
- Bodet, G. (2012). Loyalty in sport participation services: An examination of the mediating role of psychological commitment. *Journal of Sport Management*, 26(1), 30-42. <https://doi.org/10.1123/jsm.26.1.30>
- Byon, K. K., Zhang, J. J., & Baker, T. A. (2013). Impact of core and peripheral service quality on consumption behavior of professional team sport spectators as mediated by perceived value. *European Sport Management Quarterly*, 13(2), 232-263. <https://doi.org/10.1080/16184742.2013.767278>
- Byrne, B. M. (2010). *Structural equation modeling with AMOS: Basic concepts, applications and programming*. New York, NY: Routledge.
- Chiu, W., Won, D., & Bae, J. (2019). Customer value co-creation behaviour in fitness centres: How does it influence customers' value, satisfaction and repatronage intention? *Managing Sport and Leisure*, 24(1-3), 32-44. <https://doi.org/10.1080/23750472.2019.1579666>
- Creswell, J. W. (2017). *Araştırma deseni nitel, nicel ve karma yöntem yaklaşımları*. (S.B. Demir Çev.). Ankara: Eğiten Kitap.
- Çimen, Z., Sarol, H., Gürbüz, B., & Öncü, E. (2016). A scale for measuring loyalty in sport services: A reliability and validity study. *Niğde University Journal of Physical Education and Sport Sciences*, 10(3), 395-404.
- Ferrand, A., Robinson, L., & Valette-Florence, P. (2010). The intention to repurchase paradox: A case of the health and fitness industry. *Journal of Sport Management*, 24(1), 83-105. <https://doi.org/10.1123/jsm.24.1.83>
- Forde, S. D., Lee, D. S., Mills, C., & Frisby, W. (2014). Moving towards social inclusion: Manager and staff perspectives on an award winning community sport and recreation

- program for immigrants. *Sport Management Review*, 18(1), 126-138. <https://doi.org/10.1016/j.smr.2014.02.002>
- Grönroos, C. (2004). The relationship marketing process: Communication, interaction, dialogue, value. *Journal of Business and Industrial Marketing*, 19(2), 99-113. <https://doi.org/10.1108/08858620410523981>
- Gürbüz, B., & Gücal, A. Ç. (2020). The relationship between perceived service quality and customer loyalty: A sample of health and fitness clubs. *The Journal of Physical Education and Sport Sciences*, 18(3), 180-191. <https://doi.org/10.33689/spormetre.742043>
- Gürbüz, B., & Henderson, K. A. (2014). Leisure activity preferences and constraints: Perspectives from Turkey. *World Leisure Journal*, 56(4), 300-316. <https://doi.org/10.1080/16078055.2014.958195>
- Gürbüz, B., Koçak, S., & Lam, E. T. C. (2005). The reliability and validity of the Turkish version of the service quality assessment scale. *Education and Science*, 30(138), 70-77.
- Gürbüz, B., Lam, E. T. C., & Koçak, S. (2012). Service quality of health-fitness clubs in Turkey: A revisit. *International Journal of Sport Management*, 13(1), 1-22.
- Haw, S., Potrac, P., Wharton, K., & Findlay-King, L. (2023). The emergence of organisations conducting community asset transfers of leisure facilities. *Managing Sport and Leisure*, 1-16. <https://doi.org/10.1080/23750472.2023.2180082>
- Jasinskas, E., Reklaitiene, D., & Svagzdiene, B. (2013). Evaluation of service quality in fitness centres. *Transformations in Business & Economics*, 12(1), 108-124.
- Jeaheng, Y., Al-Ansi, A., & Han, H. (2020). Impacts of Halal-friendly services, facilities and food and beverages on Muslim travelers' perceptions of service quality attributes, perceived price, satisfaction, trust and loyalty. *Journal of Hospitality Marketing & Management*, 29(7), 787-811. <https://doi.org/10.1080/19368623.2020.1715317>
- Jones, G. J., Carlton, T., Hyun, M., Kanters, M., & Bocarro, J. (2020). Assessing the contribution of informal sport to leisure-time physical activity: A new perspective on social innovation. *Managing Sport and Leisure*, 25(3), 161-174. <https://doi.org/10.1080/23750472.2019.1620627>
- Lam, E. T. C., Zhang, J. J., & Jensen, B. E. (2005). Service quality assessment scale (SQAS): An instrument for evaluating service quality of health-fitness clubs. *Measurement in Physical Education and Exercise Science*, 9(2), 79-111. https://doi.org/10.1207/s15327841mpee0902_2
- Leutwiler-Lee, M. J., Kim, S., Badu-Baiden, F., & King, B. (2023). Dimensionality in the service quality perceptions of quarantine hotel guests. *Tourism Management Perspectives*, 47, 1011-1024. <https://doi.org/10.1016/j.tmp.2023.101124>
- Li, Y., Kim, A., Liu, O. X., Mastromartino, B., Wang, Y., & Zhang, J. J. (2020). Impact of perceived value on behavior intention of parent-child runners in a marathon event. *Sport in Society*, 1-19. <https://doi.org/10.1080/17430437.2020.1804143>
- Lianopoulous, Y., Theodorakis, N. D., Alexandris, K., & Papanikolaou, M. (2021). Testing the relationships among event personality, event image and runners' loyalty: A study of an international running event. *Sport, Business and Management An International Journal*, 1-19. <https://doi.org/10.1108/SBM-12-2020-0135>

- Ma, S. C., & Kaplanidou, K. (2018). Effects of event service quality on the quality of life and behavioral intentions of recreational runners. *Leisure Sciences*, 2-21. <https://doi.org/10.1080/01490400.2018.1448028>
- Marandi, E., & Harris, J. (2010). The impact of perceived service provider empathy on customer loyalty: Some observations from the health and fitness sector. *Managing Leisure*, 15(3), 214-227. <https://doi.org/10.1080/13606719.2010.483832>
- Matic, R. M., Karagiorgos, T., Maksimovic, N., Alexandris, K., Bujkovic, R., & Drid, P. (2020). Testing the influence of destination image and event quality on athletes' intentions to re-visit the city: A case study of the 2017 World youth and Juniors' sambo championships in Novi Sad, Serbia. *Managing Sport and Leisure*, 25(5), 390-401. <https://doi.org/10.1080/23750472.2020.1724187>
- Obeidat, B. Y., Sweis, R. J., Zyod, D. S., & Alshurideh, M. (2012). The effect of perceived service quality on customer loyalty in internet service providers in Jordan. *Journal of Management Research*, 4(4), 133-151. <https://doi.org/10.5296/jmr.v4i4.2130>
- Özcan, M. H., & Argan, M. (2014). The relationship between online consumer engagement and loyalty and repurchase intention: Facebook case. *Journal of Consumer and Consumption Research*, 6(1), 51-82.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: Improving the measurement-empirical evidence. *The Journal of Product and Brand Management*, 14(3), 143-154.
- Parasuraman, A., Zeithaml, A. V., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50. <https://doi.org/10.2307/1251430>
- Peitzika, E., Chatzi, S., & Kissa, D. (2020). Service quality expectations in the fitness center context: A validation of the expectations component of the SERVQUAL scale in Greece. *Services Marketing Quarterly*, 41(2), 89-104. <https://doi.org/10.1080/15332969.2020.1742977>
- Phonthanukitithaworn, C., & Sellitto, C. (2018). Perception of service quality at football stadiums: Influence on fans' intention to attend future games. *Managing Sport and Leisure*, 23(3), 204-224. <https://doi.org/10.1080/23750472.2018.1544850>
- Prentice, C., Lopes, S. D., & Wang, X. (2020). The impact of artificial intelligence and employee service quality on customer satisfaction and loyalty. *Journal of Hospitality Marketing & Management*, 29(7), 739-756. <https://doi.org/10.1080/19368623.2020.1722304>
- Sheehan, D. (2015). Instructor behaviour and youth physical activity in recreation center programs: The role of management on improving outcomes. *Journal of Park and Recreation Administration*, 33(3), 1-16.
- Shukla, P. (2009). Impact of contextual factors, brand loyalty and brand switching on purchase decisions. *Journal of Consumer Marketing*, 26(5), 348-357. <https://doi.org/10.1108/07363760910976600>
- Shulman, H. C., & Bullock, O. M. (2019). Using metacognitive cues to amplify message content: A new direction in strategic communication. *Annals of the International Communication Association*, 43(1), 24-39. <https://doi.org/10.1080/23808985.2019.1570472>

- Smith, J., Murray, D., & Howat, G. (2014). How perceptions of physique can influence customer satisfaction in health and fitness centres. *Managing Leisure*, 19(6), 442-460. <https://doi.org/10.1080/13606719.2014.920177>
- Tapps, T., & Wells, S. M. (2019). *Introduction to recreation and leisure*. Third Edition. Champaign, Illinois: Human Kinetics.
- Theodorakis, N. D., Kaplanidou, K., Alexandris, K., & Papadimitriou, D. (2019). From sport event quality to quality of life: The role of satisfaction and purchase happiness. *Journal of Convention & Event Tourism*, 20(3), 241-260. <https://doi.org/10.1080/15470148.2019.1637805>
- Tian, J., Xu, C., Kim, K., Nauright, J., Kim, M., Pifer, N. D., & Zhang, J. J. (2021). Examining the relationship among service quality, perceived value and sport consumption at the Wuhan tennis open. *Sport in Society*, 24(1), 1810-1826. <https://doi.org/10.1080/17430437.2021.1901345>
- Tsitskari, E., Tzetzis, G., & Konsoulas, D. (2017). Perceived service quality and loyalty of fitness centers' customers: Segmenting members through their exercise motives. *Services Marketing Quarterly*, 38(4), 253-268. <https://doi.org/10.1080/15332969.2017.1366211>
- Um, J., & Yoon, S. (2020). Evaluating the relationship between perceived value regarding tourism gentrification experience, attitude and responsible tourism intention. *Journal of Tourism and Cultural Change*, 19(7), 1-17. <https://doi.org/10.1080/14766825.2019.1707217>
- Vieira, E. R. M., & Ferreira, J. J. (2017). Strategic framework of fitness clubs based on quality dimensions: The blue ocean strategy approach. *Total Quality Management & Business Excellence*, 29(13-14), 1648-1667. <https://doi.org/10.1080/14783363.2017.1290523>
- Wang, F. J., & Chiu, W. (2023). Service encounter and repurchase intention in fitness centers: Perceived value as a mediator and service innovativeness as a moderator. *International Journal of Sports Marketing and Sponsorship*, 24(1), 145-167. <https://doi.org/10.1108/IJSMS-03-2022-0055>
- Ying, H. (2015). Evaluation of service quality of commercial fitness club based on the QUESC model. *The Open Cybernetics & Systemics Journal*, 9(1), 899-903. <https://doi.org/10.2174/1874110X01509010899>
- Yoshida, M (2017). Consumer experience quality: A review and extension of the sport management literature. *Sport Management Review*, 20(5), 427-442. <https://doi.org/10.1016/J.smr.2017.01.002>
- Zopiatis, A., Theocharous, A. L., Constanti, P., & Tjiapouras, L. (2017). Quality, satisfaction and customers' future intention: The case of hotels' fitness centers in Cyprus. *Journal of Quality Assurance in Hospitality & Tourism*, 18(1), 1-24. <https://doi.org/10.1080/1528008X.2015.1133366>