

CONSUMER SATISFACTION IN THE FACILITIES WHERE LEISURE ACTIVITIES ARE ORGANIZED IN PUBLIC INSTITUTION: ESKİŞEHİR MUNICIPALITY SAMPLE

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ABSTRACT

Nowadays to determining satisfactory level of recreation consumers with the content of art. health. sportive. cultural and social represents one of the priority issues to be paid attention by local managers. Inasmuch as recreative services that local managements produce should be in the direction of individuals' needs and views who benefit from these kind of services. In this regard. in order to make the managers in local management develop. diversify and evaluate the recreational activities. to determining the consumer satisfaction level presents significance. In this context. in this study it is aimed at to determine the consumer satisfaction level in the facilities where spare time activities in public institution. The population is composed of the individuals who benefits from recreation services with the art. health. sportive and social content during their spare time in the facilities that belong to Eskişehir Metropolitan Municipality. From within the determined population. thanks to convenience sampling method 58 female (%24.2) and 182 male (%75.8) in total 240 recreation consumers were chosen. In the study as data collecting tool 'Consumer Satisfaction Scale' that Alexandris and Palialia (1999) developed was used. In order to determine the effects of recreational activities that take place in Municipality facilities on consumer satisfaction; gender. education level. age. occupation and income state differences were examined with t- test and ANOVA analysis. As a consequence of the committed analysis. there are no differences according to gender. The individuals who have primary school level education and are officers have high level satisfaction in dimension of facilities/ services. In comparing the sample group age with the age groups. having high level significant differences in all dimensions that compose consumer satisfaction is remarkable result of the research.

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Key words: Consumer Satisfaction. Leisure Satisfaction. Local Administration.

BOŞ ZAMAN ETKİNLİKLERİNİN DÜZENLENDİĞİ KAMU TESİSLERİNDE TÜKETİCİ TATMİNİ: ESKİŞEHİR BÜYÜKŞEHİR BELEDİYESİ ÖRNEĞİ

ÖZ

Günümüzde sosyal. kültürel. sportif. sağlık ve sanat içerikli rekreasyon tüketicilerinin tatmin düzeyini belirlemek yerel yöneticilerin dikkat etmesi gereken öncelikli konulardan birini teşkil etmektedir. Çünkü. yerel yönetimlerin ürettiği rekreatif hizmetler. bu tür hizmetlerden yararlanan bireylerin görüşleri ve ihtiyaçları doğrultusunda oluşturulmalıdır. Bu bağlamda. yerel yönetimlerdeki yöneticilerin rekreasyonel faaliyetleri geliştirebilmesi. çeşitlendirebilmesi ve değerlendirebilmesi için tüketici tatmin düzeyinin belirlenmesi önem arz etmektedir. Bu kapsamda araştırmada kamu kurumlarında boş zaman etkinliklerinin düzenlendiği tesislerde tüketici tatmin düzeylerinin belirlenmesi amaçlanmıştır. Araştırmanın evreni Eskişehir Büyükşehir Belediyesi'ne ait tesislerde boş zamanlarını sosyal. kültürel. sportif. sağlık ve sanatsal içerikli rekreasyon hizmetlerinden yararlanan bireyler oluşturmaktadır. Belirlenen evrenin içerisinde kolayda örnekleme yöntemi ile (%24.2) 58 kadın ve (%75.8) 182 erkek olmak üzere toplam 240 rekreasyon tüketicisi seçilmiştir. Araştırmada veri toplama aracı olarak Alexandris ve Palialia. (1999)'nın geliştirilen ve Türkçe uyarlaması Şimşek ve Mercanoğlu (2014) tarafından yapılan "Tüketici Tatmini Ölçeği" kullanılmıştır. Belediyeye ait tesislerde gerçekleştirilen rekreasyonel faaliyetlerin tüketici tatminine etkisini belirlemek için örneklem grubunun cinsiyet. eğitim düzeyi. yaş. meslek ve gelir durumu bakımından farklılıkları t-testi ve ANOVA analizi ile incelenmiştir. Yapılan analizler sonucu. cinsiyete göre herhangi bir farklılık saptanmamıştır. Eğitim düzeyi ilköğretim ve mesleği memur olan bireylerin tesisler/hizmetler boyutunda tüketici tatmin düzeyi yüksektir. Örneklem grubunun yaş gruplarına göre karşılaştırılmasında ise tüketici tatminini oluşturan tüm boyutlarda yüksek düzeyde anlamlı farklılığın olması araştırmanın dikkat çekici sonuçlarıdır.

Anahtar Kelimeler: Tüketici tatmini. Boş zaman tatmini. Yerel yönetimler.

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INTRODUCTION

The interest to consumption has become a daily must among individual marketers. At the same time, to be able to attract the consumer is one of the most significant points of the marketing process. To be able to keep the consumer is the main issue that leisure managers also should pay attention most. For the sake of keeping leisure consumer, knowing in detail the behavioral effects in the process of making a decision of the individuals who provide recreation consumption with the aim of valuing their leisure has importance. The aim of the consumer behavior surveys is to be able to understand the process of behavior after they used the service or product. In this sense, satisfaction gains importance in the point of having a close relationship with consumers' behaviors or behavioral trends (purchasing again or advising) in the future¹⁰.

Building and dedicating facilities which provide public an opportunity to value their monotonous and stable time or relax in their leisure except for their basic needs are among the primary duties of municipalities². In our day and future, preserving the social interest oriented social, cultural, sportive and artistic leisure activities will be one of the most important duties of local authorities. The basic way to preserve this is to be able to meet the needs and expectations of leisure consumer. Inasmuch as it is known that the consumer's being faithful tendency increases when his needs and expectations are met in high level and increased faithfulness affects the future participation positively^{18,37}. One of the ways of composing, developing, diversifying the social, cultural, sportive and artistic activities in public institution in

One of the results that the researches about satisfaction usually reach is that the consumer tends to buy the same product again or continuously when they have

the direction of public and increasing participation to the activities is determining the level of satisfaction of the consumers who benefit from facilities of public institution. In this context, the aim of the research is to determine the level of satisfaction of the individuals benefiting from leisure activities organized in public institutions.

Consumer satisfaction

Consumers evaluate the product or the service according to their needs or expectations. The result of that evaluation appears as satisfaction or dissatisfaction. Satisfaction provides being the product or the service consumed again by reinforcing the customer's faithfulness. On the other hand, dissatisfaction causes to leave the product or the service by composing negative opinions. Engel et all (1995) explained satisfaction as the rate of meeting the expectations¹⁵. This definition bases on expectation measuring — consumer's satisfaction depending on the consistency between the expectation from the service / product and the performance of service /product²⁸. It is a model which foresees that when the performance of the product service is low, dissatisfaction composes, when it is high, satisfaction composes. There are lots of studies about satisfaction and dissatisfaction in marketing literature. For increasing the attention and researches on this issue Engel et all (1995) suggested three significant reasons¹⁵. (1) keeping the consumer is a basic part of marketing. (2) indisputable consumer satisfaction is very important for keeping consumer. (3) the competitive role of product/ service quality is important in consumer satisfaction behavior.

been satisfied with the product they bought³⁴. Oliver (1997) defines consumer satisfaction as delighting satisfactoriness judgment about the consumption from a

feature of the product or totally the product itself including the levels of satisfactoriness and unsatisfactoriness²⁹. To Oliver (1997). in order to that the defined satisfaction appears. at least two indicative factors are required²⁹. These are; a result which appears at the end of the usage of the product and a reference point to make a comparison with this result. A performance which is got from a product is accepted as a result which appears at the end of the usage of the product (like whether the product works well or not). On the other hand. Oliver (1997) stated that the most typical example for the notions which are taken as a reference for comparison is the satisfaction which is obtained from the former usage of the product or perception of satisfaction of acquaintances around the consumer. Oliver (1997) emphasized that the notion of satisfaction is different from the performance of goods and service. quality. value. behavior. concern. regret. dependence. purchasing again. Another issue which attracts the researchers' attention is making service quality conceptual against consumer satisfaction. Crompton and Mackaay (1989) claimed that there are some complexities between these two structures⁹. They stated that it is not equal to evaluate the satisfaction with the quality of service which is perceived. Parasuraman (1988) clarified these two structures³⁰. When the expectations determine the level of consumer's satisfaction. the consumer focuses on what the firm has to promise. When the expectations affect the quality of service. the consumer has some thoughts about what the firm requires to promise. Satisfaction is a psychological result Life satisfaction links to participation to social activities. Being a part of social activities affect many fields like health. education and environment³². Leisure

satisfaction shows the level of satisfaction and success obtained from leisure activities. Satisfaction state is effective in

which generated from satisfaction experience. Service quality depends on its being related to service features and itself⁹. In an organization. it is possible to control the quality but it is not possible to control the satisfaction exactly. Service qualifications can be controlled by recreation providers. However. the level of the satisfaction doesn't depend on just service qualifications. It depends on many different variations like the climate of the social group or its nature. These variations can be out of the authorities' control. Therefore low level of satisfaction can be come across as opposed to perceived high service quality. Cronin and Taylor (1992) support this idea¹². They state that satisfaction has many strong effects on purchasing behavior and these effects can be interconnected. Consumer wishes or expectations may not overlap with the service quality.

Leisure satisfaction

The need which is directed to recreational activities personally can be explained as creating physical health progress. gaining mental health. socialization. creativity. developing personal skill and talent. the effect of working success on productivity. economic mobility and providing happiness. In terms of society. ensuring social solidarity and social integration and creating democratic society are some of the reasons of the recreation need¹⁹.

Leisure contains two dimensions. These are life satisfaction and social satisfaction. Life satisfaction is the emotional reaction or attitude that one shows to the whole of life defined as leisure time and other non-work time.

satisfaction is a positive satisfaction or feeling which contains leisure activities. achieving and obtaining³¹. Leisure

the point of individual ability or disability in a positive way. Positive feelings satisfaction is provided by individual

needs satisfaction¹⁴. Evaluating the satisfaction obtained from leisure activities is important in terms of providing them to feel contented about participating in activities and satisfaction of individual's needs and to feel more satisfied and happier and also it is important to develop activities about this³⁹. Satisfaction and activities which are done in leisure affect the other events in individuals' lives positively.

Recreation in public institute

Consistent recreation planning must reflect the interest about different values, talents and curiosity of public and interest which foreground people's needs. However, firstly the necessity of such a planning must be accepted by public and managers. Recreation activity planning is carried out by handling with living and working actions like in developed countries. Thus city and district planning are being done according to this understanding¹². Local administrations should pay attention to social, cultural, sportive and artistic activities which will attract society's attention. Music, drama, handicrafts, physical appropriateness, water sports, outdoor recreation, cultural and social activities are some of them. Public education centers, libraries, museums, theatres, beaches, water sports centers and the other areas should benefit more as recreation activity places by municipalities. Except for the basic needs of citizens who live inside local

management borders, building facilities, and places that provide opportunity of making use of their monotonous or stable time best or relaxing in their leisure are among their main duties of local administrations. When the sports management systems of European countries which are developed in this field are analyzed, it is obviously seen that municipalities focus on mass sports and recreation activities quietly³.

It is seen that municipalities in developed countries serve by providing society with areas where they can do sports and by running these areas, organizing various sports courses and tournaments, taking the lead for voluntary institute and guiding them to have a healthier society and more beautiful city with the aim of making as many as possible people do sports. Today, in the leisure services which local administrations provide for public, it is seen that present tendency is working in collaboration with voluntary institutes, decentralization and encouragement of private enterprise. Besides, managers who work as a brand managers in municipality should conduct surveys to obtain information about the personal characteristics of the customers in the target market and develop their own marketing strategies based on the demands and needs of their customers⁸. It is stated that meeting consumers' expectations is significant in terms of both keeping existing consumers and new consumers' enrolling to these centers²¹.

MATERIAL METHOD

Research model

In this research general scanning model which is one of the descriptive research methods and descriptive statistics model were used.

Population of research and its Sample

Population of research was composed by individuals who make use of their leisure in social, cultural, sportive and artistic facilities of Eskisehir Municipality. Because of the fact that the population is large and it has cost, time and control difficulties, it was needed to determine the sample from the inside of the population. Totally 240 leisure consumers were chosen, 182 of them (%75.8) were women and 58 of them (%24.2) were men. They were chosen from the

determined population with the method of random sampling.

Data collection tool

Within the context of the research, 'Consumer Satisfaction Scale' which was developed by Alexandris and Paliatia (1999) was used in order to determine the degree of satisfaction which recreation consumers who benefit from social, cultural, sportive and artistic facilities of Eskisehir Municipality. The dimensions of the scale which was developed by researchers are facilities/services, individuals/ psychological, relaxing, social and health/fitness. Alexandris and Paliatia (1999) stated that the Alpha values of Consumer Satisfaction Scale which they developed are facilities/services (0.82), individual/psychological (0.80), relaxing (0.79), social (0.72) and health/fitness (0.55). Moreover total Cronbach Alpha level of the scale is (0.87).

"Consumer Satisfaction Scale" which was adapted by researcher, the tests of content validity (two language expert and expert opinion), convergent validity (factor load value minimum 0.365 maximum 0.862), external validity (all factors have positive medium and high level relation) and structural validity (5 factor and 18 items) were done applying to the individuals who utilize their leisure in the

social, cultural, sportive and artistic facilities which belong to Eskisehir Municipality. It was benefited from the analyzes of Material Total Correlation (material values between 0.39 and 0.80) and Cronbach Alfa (0.898) which are internal coefficient about the reliability of the scale.

Analysis of the data

T-test and one way variance analysis (ANOVA) were used with the aim of determining satisfaction level which recreation consumers who benefit from social, cultural, sportive and artistic facilities within Eskisehir Municipality perceive from the facilities to determine the gender, education level, and occupation or age differences of the sample group. Before the relevant analyzes were made, it was found that the values of kurtosis and skewness of the data varied between -0.944 and 1.567 and were normal distribution. For the means which have differences in t-test and Anova, the evaluation of variance homogeneity (homojenlik) was carried out with the help of Levene's test. In order to find from which groups gender, education level, occupation and age difference cause, evaluation levels which provide homogeneity were evaluated by LSD statistics ($p < 0.05$).

FINDINGS

T-test and Anova analysis were done to determine the effects of leisure activities which are organized in Eskisehir Municipality on the level of satisfaction which consumers' perceive. In the tables which were formed according to gender, education level, occupation and age of

sample group comparison was done by taking notice of the groups which have the highest mean. The differentiation situation of the dimensions which compose the scale called Consumer Satisfaction Scale according to the gender of sample group is showed in Table1.

Table 1: The differentiation situation of consumer satisfaction dimensions according to gender of the sample group

DIMENSIONS	GENDER	n	X	Sd.	t	p
Individual/ Psychological	Male	58	4.6034	.5022	.414	.679
	Female	182	4.6346	.4980		
Social	Male	58	4.6552	.6427	.756	.451
	Female	182	4.5861	.5943		
Relaxation	Male	58	4.5000	.6959	.322	.748
	Female	182	4.5311	.6238		
Facilities/Services	Male	58	4.3793	.6909	.463	.644
	Female	182	4.3297	.7172		
Health/Fitness	Male	58	3.8506	.9390	.202	.840
	Female	182	3.8260	.7602		

** p<.01. * p<.05 (1= I strongly disagree. 5= I strongly agree)

According to the results of t-test consumer satisfaction dimensions do not show any meaningful differences according to gender.

Table 2: The differentiation situation of consumer satisfaction dimensions according to the education level of the sample group

DIMENSIONS	THE LEVEL OF EDUCATION	n	X	Sd.	F	p
Individual/ Psychological	Primary School	91	4.7216	.3833	2.679	.071
	High Schools and their Equivalents	73	4.5662	.5326		
	Undergraduate and Postgraduate	76	4.5724	.5698		
Social	Primary School	91	4.6593	.5234	.813	.445
	High Schools and their Equivalents	73	4.5982	.5442		
	Undergraduate and Postgraduate	76	4.5395	.7403		
Relaxation	Primary School	91	4.6264	.5371	1.900	.152
	High Schools and their Equivalents	73	4.4612	.6541		
	Undergraduate and Postgraduate	76	4.4605	.7282		
Facilities/ Services	Primary School	91	4.5275	.6147	5.201	.006*
	High Schools and their Equivalents	73	4.2237	.6691		
	Undergraduate and Postgraduate	76	4.2325	.8092		
Health/Fitness	Primary School	91	4.0183	.6765	4.061	.018*
	High Schools and their Equivalents	73	3.7352	.7972		
	Undergraduate and Postgraduate	76	3.7018	.9150		

** p<.01. * p<.05 (1= I strongly disagree. 5= I strongly agree)

A statistically significant difference was determined in the dimensions of facilities/services (F=5.201; p=.006) and health/fitness (F=4.061; p=.018) in the Consumption Satisfaction Scale according to the educational background of the sample group. According to the

results of the LSD test; primary school graduates expressed more positive opinions in the dimensions of facilities/services (X=4.5275) and health/fitness (X=4.0183) than other groups.

Table 3: Differentiation situation of consumer satisfaction dimensions according to the occupations of the sample group

DIMENSIONS	OCCUPATION	n	X	Sd.	F	p
Individual/ Psychological	Housewife	129	4.6757	.4833	1.815	.111
	Worker	15	4.5111	.5399		
	Official	11	4.5606	.5232		
	Retired	36	4.7222	.4063		
	Student	36	4.4352	.5495		
	Self-employment	13	4.6026	.5795		
Social	Housewife	129	4.6124	.5648	1.454	.206
	Worker	15	4.5778	.6954		
	Official	11	4.6970	.4583		
	Retired	36	4.6667	.5225		
	Student	36	4.6389	.5484		
	Self-employment	13	4.1795	1.1272		
Relaxation	Housewife	129	4.5685	.6101	1.088	.368
	Worker	15	4.3556	.8210		
	Official	11	4.4848	.6559		
	Retired	36	4.6389	.6588		
	Student	36	4.3611	.4805		
	Self-employment	13	4.4359	.9659		
Facilities/ Services	Housewife	129	4.4083	.6811	2.984	.012*
	Worker	15	4.2889	.6407		
	Official	11	4.5152	.5649		
	Retired	36	4.5093	.5881		
	Student	36	3.9815	.8005		
	Self-employment	13	4.1282	.9283		
Health/ Fitness	Housewife	129	3.9018	.6710	1.298	.265
	Worker	15	3.8000	.9823		
	Official	11	3.6364	.9000		
	Retired	36	3.9444	.7948		
	Student	36	3.6759	.9511		
	Self-employment	13	3.4615	1.2136		

A statistically significant difference was determined in the dimensions of facilities/services ($F=2.984$; $p=.012$) in the Consumption Satisfaction Scale according to the occupation of the sample

group. According to the results of the LSD test; official expressed more positive opinions in the dimensions of facilities/services ($X=4.5152$) than other groups.

Table 4: Differentiation situation of consumer satisfaction dimensions according to the age of the sample group

DIMENSIONS	AGE	n	X	Sd.	F	p
Individual/ Psychological	Between 14-20	18	4.6667	.3660	5.277	.001**
	Between 21-27	30	4.2500	.6734		
	Between 28-36	44	4.5833	.5597		
	Between 37-43	47	4.6206	.4710		
	Between 44-50	42	4.7540	.3899		
	50 and over	59	4.7542	.3705		
Social	Between 14-20	18	4.7963	.4593	2.811	.017*
	Between 21-27	30	4.4333	.7787		
	Between 28-36	44	4.3712	.8328		
	Between 37-43	47	4.6383	.5376		
	Between 44-50	42	4.7063	.4112		
	50 and over	59	4.7006	.4450		
Relaxation	Between 14-20	18	4.5000	.4316	4.127	.001**
	Between 21-27	30	4.1222	.7705		
	Between 28-36	44	4.4167	.7121		
	Between 37-43	47	4.5603	.6336		
	Between 44-50	42	4.6270	.5806		
	50 and over	59	4.7119	.5195		
Facilities/ Services	Between 14-20	18	4.1667	.6691	6.208	.001**
	Between 21-27	30	3.8556	.8999		
	Between 28-36	44	4.3030	.6736		
	Between 37-43	47	4.2553	.7620		
	Between 44-50	42	4.4841	.5519		
	50 and over	59	4.6384	.5335		
Health/Fitness	Between 14-20	18	4.0000	.9074	4.683	.001**
	Between 21-27	30	3.2667	1.0186		
	Between 28-36	44	3.8030	.8813		
	Between 37-43	47	3.7518	.7691		
	Between 44-50	42	3.9841	.6157		
	50 and over	59	4.0452	.5951		

A statistically significant difference was determined in the dimensions of individual/psychological ($F= 5.277$; $p=001$). social ($F= 2.811$; $p= 0179$). relaxation ($F= 4.127$; $p=001$). facilities/services ($F= 6.208$; $p= 001$) and health / fitness ($F= 4.683$; $p= 001$) in the Consumption Satisfaction Scale according to the age of the sample group. According to the results of LSD test is a difference among the age groups. the ones' between 21-27($X= 3.9815$) ages views directed to individual/psychological dimension about consumption satisfaction are more positive than other groups. It was stated that in the sample group between 14-20 ages individuals' views oriented social dimension about

consumption satisfaction are positive than the other groups. It was determined that in the sample group between 50 and over ages ($X= 4.7119$) individuals' views directed to relaxation dimension about consumption satisfaction are more positive than the other groups. It was found that in the sample group between 50 and over ages ($X= 4.6384$) individuals' views directed to facilities/services dimension about consumption satisfaction are more optimistic than the other groups. It was stated that in the sample group between 50 and over ages ($X= 4.0452$) individuals' views oriented health/fitness dimension about consumption satisfaction are more positive than the other groups.

DISCUSSION AND CONCLUSIONS

When the body of literature about consumer satisfaction, it is encountered the findings which explain that the notion of consumer satisfaction has a multidimensional and hierarchical structure as the common view of scientists. On the subject of consumer satisfaction, scientists composed unique satisfaction dimensions. While each tool and scale are unique, some similarities and repetitive subjects compose in the studies about this topic because of the diversity of the service dimensions and quality which they want to evaluate. In order to form a valid and reliable service model at the recreative facilities and services which are directed to consumers, more researches are needed to be done. Sport industry which is directed to recreative consumer is an industry which has a great social and economical effect on the international field especially in Europe³⁶.

When the research results which were obtained according to gender of the sample group are analyzed, individual/psychological, social, relaxation, facilities/services and health/fitness dimensions which compose recreative consumer satisfaction do not show a meaningful difference according to the gender. This result suggests that the recreational services included in the scope of the research are not specifically structured for women or men. Alexandris ve Carroll (1997) encountered some findings which show that the service and facility quality is more important to male participants than female participants⁴. Theodorakis et al (2004) found that females' expectations of service and satisfaction is higher than males. Contrary to this study, Theodorakis et al. (2001) found that the expectation of service and satisfaction of women is higher than that of men³⁵. Lin (2010)

suggested that the managers of fitness centers need to make the service which is given by basing on the gender criteria appropriate for consumer's wish.

When the research findings which were obtained according to the education level of sample group are analyzed, the primary school educated individuals' view directed to facilities/ services dimension about recreative consumption satisfaction are more positive than the ones' views who have high school and its equivalent and undergraduate and postgraduate education levels. It is stated that according to the results which was done with the aim of finding the difference among education levels is among which groups, primary school educated individuals' views oriented health/ fitness dimensions about recreative consumption satisfaction are more positive than the individuals' views who have high school and its equivalent and undergraduate and post graduate education levels. A meaningful difference according to education level in individual/ psychological, social and relaxation dimensions about Recreative Consumption Satisfaction was not found. Brady and Cronin (2001) mentioned about the individuals' who have a high education level expectations about consumer satisfaction are higher⁶. Similar findings were reached at the end of the research. Ko and Pastore (2005) said that the most significant dimension is physical environment dimension in the consumer satisfaction²². They suggest great and small novelties to develop facility atmosphere and design. Because of the fact that many services which are experienced by consumers in a physical facility are produced and consumed at the same time⁷. It is expressed that at the center of facility services of consumers during the sport and recreation services is sport facility³⁸.

According to the results which was done with the aim of finding the difference among occupation groups is among which groups. the individuals' who are students views directed to the facilities/ services dimension about recreative consumption satisfaction are more positive than the ones views who are housewife. worker official. retired and self-employed. Each individual may have different decision about satisfaction. To understand the difference among individuals helps organizations with developing and designing better strategies about consumer satisfaction oriented occupation groups²³. Ko and Pastore (2007) established that in the study which they did about consumer satisfaction and service quality of campus recreation programs which comprise of student occupation group of % 82 of sample group. they confirmed that participants have high average about general service quality²⁵. In the research findings which were obtained about occupation groups. individuals' who are students high average directed to result quality overlaps Ko and Pastore's results. Spectators who provide participation into sports facilities expect to have social and psychological benefits like excitement, pleasure and social interaction^{13,27}. The level of these benefits affects the sport participators' perceptions about their satisfaction. The research results are such as to support this statement.

Leisure satisfaction was analyzed by Franckve Van Raaij (1981) with demographic data and it was found that leisure satisfaction is lower among the young in accordance with the old¹⁶. In the studies which Afthinos et all (2005) and Kim and Kim (1995) did directed to service quality in fitness centers. it was resulted that in all age groups service expectations and consumption satisfaction are close to each other^{1,20}. It is mentioned about age is a strong determiner of customer behavior which affect some elements like interest. taste. purchasing behavior. political choice and investment²⁴. Ko and Pastore (2005) stated in their studies that the personnel's who work in the activities attitude and behavior and experiences have an effect on consumers' service quality evaluation²⁵. Consumer's satisfaction perception about service is affected by other consumers' attitudes and behaviors. This social process is mentioned in the recreation and sports services which consumers have high level interaction. Relaxation and social dimensions show similarities with health/fitness and psychological dimensions. However facilities/services dimension shows difference. The reason of that is different nature of the activities which were done with the aim of recreation and individuals different expectations from these⁴.

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