

# Factors affecting satisfaction athletes (Case Study: karate clubs in Tehran)

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**ABSTRACT:** The aim of this study factors influencing satisfaction karate athletes in Tehran. The population of 3000 karate in Tehran that from a sample of 200 people who had one year of experience sports activities were selected randomly Gathering tool was a questionnaire with four operating facilities, and training of staff and the ticket price was determined. The results showed that the factors affecting customer satisfaction, equipment and ticket prices have the greatest impact. The results showed that the managers of the club to attract more women Should consider the following points, employ people with high social relationships And the ticket price is lower among women than men and is the place where fitness That their travel is comfortable and safe.

**Keywords:** club, satisfaction, athletic.

## INTRODUCTION

under the conditions and evolution, and beyond, the ability to move in line with changes in the cause. Companies must meet the needs and wants of customers and developing comprehensive marketing strategies to achieve organizational goals in this way. Focus on customer needs significant attention to product quality and service to customers, and any organization that tries to be customer-oriented, you should be familiar with this concept (Calabuig, 2008).

Thus, organizations that are able to meet consumer expectations for themselves, on their own will be removed from competition. In today's competitive market, customer retention for the success of any business, it is critical to attracting and retaining existing customers as new, simpler and more cost-effective according to customers' demands for goods and services After the sale, not only to solve current problems, but also a way to create satisfaction and dedication to our customers (Afthinos, 2006). Attracting customers is several times the cost of maintaining it.

New faces he sees as a rival to come. This can not be achieved unless the sports clubs due to the quality of service as a concept involves expectations of customers, it is the preservation and promotion (Bodet, 2006). established long-term.

Pitchers in a study entitled "Factors affecting customer satisfaction and private fitness clubs for men in Tehran" to the conclusion that the overall satisfaction of customers and private fitness clubs, there are important differences the most satisfied with the quality of staff and equipment and the physical environment club. The strategic and commercial policies to protect and improve loyalty and increase customer confidence to the organization focused. The most important reason for the change, raising awareness and informing the public about the consequences of customer satisfaction and loyalty is desirable. Afthinos, (2006) study concluded that customers in more modern facilities, private fitness centers, fitness centers tend employees of the club by security and government customers to easily commute tended fitness centers (Kamilia and Jacques, 2000).

According to the research mentioned above, it was realized that a considerable number of clubs Karate In Tehran, the role of the factors affecting the satisfaction of the athletes cope And the factors that cause satisfaction customer loyalty is to remind managers And the recommendations arising from the research to attract more customers and more efficient and provide their consent.

## MATERIALS AND METHODS

### Method

Research descriptive study which was carried out in the field. Gathering tool was a questionnaire with four operating facilities, and training of staff and the ticket price was determined. The questionnaire included four sections based on the Likert continuum set. The answer to a question at the end of each variable is given questions. expressed their satisfaction with the services. Statistical methods used in this study included descriptive and inferential statistics that descriptive statistics for the classification of raw scores, drawing tables, frequency, and calculate the dispersion, such as standard deviation and variance and inferential statistics, t-test is independent.

## RESULTS AND DISCUSSION

### Results

Descriptive statistics on the population of 200 men and 180 women, and more women between the ages of 30-20, range %75 of women who are housewives and %25 were employed.

Table 1.mqays-h mean both men and women with respect to satisfaction of Karate Club

Satisfaction	Standard deviation	Mean	Number
Plant and equipment	200	3.81	0.2029
Employee behavior	200	2.05	0.4116
Training program	200	2.23	0.2859
Ticket prices	200	3.65	0.1747

The results showed that the managers of the club to attract more women should consider the following points, Employ people with high social relationships And the ticket price is cheaper and the place of women than men in the gym instead that their travel is comfortable and safe. The results showed that the factors affecting customer satisfaction, equipment and ticket prices have the greatest impact.

## CONCLUSION

The results showed that the factors affecting customer satisfaction, equipment and ticket prices have the greatest impact. They are comfortable and safe (Aminuddin, 2002).

Motivation, commitment and employee contributions to the organization, to bring innovation and creativity in furthering the organization's objectives (Turman, 2006). Create accountability for the actions of employees and to build enthusiasm in their participation and cooperation would be grounds for continual improvement (Calabuig and , 2008).

Aoyagi and (2008) in this case suggest that staff behavior and accountability are two important quality of services directly related to the overall quality of services. Theodorakis (2004) reached the conclusion that the club fees have a direct impact on customer perception.

If you prefer the availability of men is the last priority. Thus, according to the researcher's findings suggest that the club managers to attract more players in order of preference, including equipment, training, cost of care.

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