

The study of factors rolls influencing on satisfaction of athletes of the bodybuilding clubs in Kermanshah city

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ABSTRACT: Aim of this study is factors influencing on the bodybuilders athletes satisfaction in Kermanshah city. The Statistics were consist of 2,000 bodybuilder's men and women in Kermanshah city that between them 420 patients as statistical sample had a about 6-month history of sports activities and were selected randomly. Our collection tool was a questionnaire that studied five factors athletes satisfaction. The results showed that there was no significant difference between the training program and the facilities and equipment and between men and women, but there was significant difference between the behavior of staff and ticket prices and availability, between men and women. As women were acquire more scores than men. The results showed that in order to attract more women clubs managers should consider the following point: Should employ people who have high social relations, Should be Ticket price lower for women than men, Should bodybuilding place be in a place that be comfortable and safe traveling for them. Persian key words: bodybuilding clubs, Customers Satisfaction, influencing factors.

Keywords: satisfaction, athletes, bodybuilding, club.

INTRODUCTION

Change is inherent in life and lower stone of creation; accelerating the development is formed of all aspects of human life, Change makes any enterprise which is engaged in any business that accurately and piercings, Change causes that any financial institution that is engaged in any business should consider accurately and piercings, change, circumstances change and beyond that, to be able to keep abreast of the changes in their work environment. Companies need to meet the needs and demands of our customers, to develop comprehensive marketing strategies in order to achieve their organizational goals. Due to the significant focus on customer needs and provide quality customer service and customer-oriented organization that tries should be familiar with this concept. Now many companies with regard to product quality and customer service are competing with, Because of advances in technology, consumer expectations to receive appropriate services increases and they last longer because they are not willing to accept any merchandise. Therefore, organizations that are able to meet consumer expectations for themselves, on their own will be removed from the competition field. In today's competitive market, retaining customers is vital for the success of any job and Since retaining existing customers is, simpler and less costly than to attract new ones, Effective according to clients' demands for goods and services after sales, not only to solve current problems, But is a way to make sacrifices in customer satisfaction. When the customer service you receive, your profit is created and the clients are a source of profit, the manager of the club to attract more customers and retain more customers and give customers more quickly, because the cost of the acquisition is to save it.

Over the past few years, with the private sector to the service sector, particularly in the service sector of sports clubs and sports and allow the transfer to the private sector, public sector and non-competitive background of its monopoly in the provision of these services to the private sector as a new competitor fails to come out. In the meantime, what sports clubs in both survival and persistence guarantees, service quality and appropriate manner so as to meet the expectations and demands of customers, whereby the consent of the loyalty of the. This cannot be

achieved unless the clubs according to customer expectations of service quality as a concept involves the protection and promotion of it.

Marketing companies have worked together through the interface, we identify the needs of their clients to provide valuable services, To gain satisfaction, and loyalty to their cause with customers and other interest groups associated with the organization, establish long-term relationships.

Mr. Ehsani (2003) in their study stated that one of the effective factors to attract more people, particularly women, in order to provide services at the Gym and good quality and another important factor Club in crowded places and public facilities.

Mr. Kozechian (2009) in a study entitled "Factors affecting customer satisfaction and private fitness clubs for men in Tehran" to the conclusion that Between public and private fitness clubs significant difference in overall customer satisfaction is the most important reason for satisfaction with the quality of staff and equipment and physical environment club.

On the other hand, due to intense competition and the dynamics of economic development, goals and objectives over the past few years has undergone major changes, but before that, we focus on attracting new customers, was the main policy, policy today Strategic and business to protect and improve customer loyalty and increase trust in the organization is focused. The most important reason for this change is to increase public awareness about the consequences of customer satisfaction and loyalty is desirable.

FtynvS (2006), the research found that consumers are more private fitness center with modern equipment tended and staffs to help clubs and fitness centers, public safety customers tend to easily commute tended to fitness centers.

Tyvdraks (2004) conducted a study that found that aspects of the service that was requested by users, fitness centers, more equipment, skills and attitudes of personnel, facilities characteristics of the cost of the company and issues related to planning and providing services tabulated discussed.

Bvdt (2006) in his article entitled "Evaluation of customer satisfaction in health clubs" that France was over 184 customers from five health club, showed that satisfaction is an important factor. And suggested that the quality of human factors in the formation of customer satisfaction is crucial.

Kalabvg (2008) in their study of service quality and satisfaction is most important for athletes to staff, facilities and management methods stated.

Deniz (2006) in their study entitled "Evaluation of customer satisfaction and gym fitness clubs in Turkey," he concluded that social satisfaction, satisfaction with health (mental) health and effective staff, equipment and physical environment and the impact of satisfied customers.

Rodriguez (2008) in their study entitled "Evaluation of prognostic indicators of customer satisfaction sport in Spain," stated that the various dimensions of service quality and customer satisfaction is a significant relationship.

Wan Li (2010) states that a customer, his satisfaction and service quality concepts that are associated directly with customer loyalty. Service quality is also an important element for the primary customer is the most important.

Due to the above-mentioned studies, the researchers tried, given the large number of fitness clubs in the city of Kermanshah to investigate the factors influencing the satisfaction of their athletes and factor of satisfaction, which in turn leads to customer loyalty is to be noted clubs managers, and solutions and recommendations arising from research to attract more customers and provide their consent.

MATERIALS AND METHODS

In this descriptive study, a survey that is the field in which the population included 2,000 athletes, male and female, about 6 months of exercise and the Fitness gone and 420 athletes as a statistical sample is were randomly selected. For this selection, a questionnaire was distributed among the clubs in both morning and evening shifts of 18 people each and every club will have the chance to answer questions. The questionnaire assessing the factors affecting the satisfaction of athletes, The questionnaire was designed, validated in other studies was confirmed by experts professor of sport management field and it have been approved based on previous studies using alpha Krvnbakhh (75%). The questionnaire consists of 6 parts on the continuum Likert (Likert scale of 5 options) is adjusted. The questionnaire consisted of physical and environmental equipment room, staff behavior, the availability of club training program and ticket prices. In this way, the answer to this is that, first, the athletes will be asked to give their assessment of the services provided. The answer to a question at the end of each variable is given questions, their satisfaction level of their expression. Of the 420 questionnaires distributed 40 questionnaires were excluded because of incomplete or incorrect information, and 380 questionnaires were examined. Statistical methods used in this study included descriptive and inferential statistics descriptive statistics to classify the raw scores, design tables, distribution, and calculating the scattering parameters, such as standard deviation, and variance, and

RESULTS AND DISCUSSION

Based on descriptive statistics, the statistics population included 200 men and 180 were women and most men and women between the ages of age's 30_20 40_31 years, Range, 60% of men and 65 percent of women were housewives and working range of the statistical community of men and women who have a bachelor's degree.

Table 1. Comparison of average men and women with respect to the satisfaction of clubs

satisfaction	Groups	number	Average	standard deviation	t	Meaningful level
Employees behavior	Men	200	2/01	0/1942	12/064	/000
	Women	180	3/81	0/2029		
Equipment and facility	Men	200	3/30	0/4830	19/841	/000
	Women	180	2/05	0/4116		
Training program	Men	200	3/84	0/2056	5/730	/000
	Women	180	2/23	0/2859		
Price	Men	200	2/58	0/1967	15/41	/000
	Women	180	3/65	0/1747		
Availability	Men	200	2/18	0/4366	18/55	/000
	Women	180	3/12	0/3146		

To answer the main research hypothesis of the t-test was used. As shown in Table 1 can be seen, according to the $t=064/12$ and a significance level of $p < 0/05$ hypothesis is confirmed, so between men and women in terms of the components of employee behavior and customer satisfaction are meaningful differences, And since the average is obtained, it becomes clear that employee behavior among women than men are affected more than the satisfaction of a fitness club, and the components of equipment and facilities, according to the $t= 841 / 19$ and the significant $p < 0/05$ confirmed the hypothesis, Thus, the differences between men and women, in terms of components, equipment and customer satisfaction, there is, according to the average obtained, it becomes clear that the equipment in men than in women affected on their satisfaction Fitness clubs. And the components of the training program, according to the $t=730/5$ and a significance level of $p < 0/05$ hypothesis is confirmed, therefore, between men and women in terms of components, there is a training and customer satisfaction, and Based on the average of these results, it is clear that among men than women exercise more influence on the satisfaction of a fitness clubs. In relation to the components of the ticket price, according to the $t =41/15$ the significance level of $p < 0/05$ hypothesis is confirmed, so between men and women in terms of components, there is a ticket price and customer satisfaction, And since the average is obtained, it becomes clear that ticket prices among women than men on satisfaction of clubs is effective, and the components of accessibility, according to the $t =55/18$ and a significance level of $p < 0.05$ is confirmed hypothesis, Thus, there is a significant difference between men and women in terms of component availability and customers satisfaction, And since the average is obtained, it becomes clear that the availability is more effective among women than men on the satisfaction of fitness clubs.

Conclusion

According to research results between affecting factor equipment and physical environment of the bodybuilding clubs there is significant difference among men and women statistically that had been goal and motivation's men at fitness and athlete clubs, therefore, equipment and physical environments clubs for men place at preference, but since women tend to enhanced health, weight control, relaxation and socialization, These results correspond to Ehsani & Shamsipoor(2005) and Limouent (2009) results that expressed , goal of more women to participate in the preservation of health, is fitness and weight loss, so equipment and physical environment for women than men place in the next priorities (13, 14) . Among the training's factor with customer's satisfaction Sexes exit significant differences that show that men than women consider the training programs as an important factor in satisfaction advantage of the fitness club. These results no correspond with the results of Gohar Rostami (2010) and Bvdt (2006). Between the price's factors there are significant differences with satisfaction athletes. The women than men consider price as more important factor of consent advantage of athlete club. frand (2010) concluded that the fees of the club has a direct impact on customer perception (25). Also there is significant difference among the availability and satisfaction factor between men and women, so that women prefer the clubs that be at more suitable than clubs that have another satisfaction factors such as: (price, equipment, training program, while availability in men is the last priority. Thus, based on research findings, researcher suggests that to attract more athletes' men, club manager have to consider priorities of following respectively:

1. Facility and equipment
2. Training programing
3. Price

4. Employees behavior
5. Availability
And in the women respectively:
 1. Employees behavior
 2. Availability
 3. Price
 4. Equipment
Training programing .

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