

RESEARCH ON SWIMMING POOL CONSUMER SATISFACTION AND LOYALTY: A CASE STUDY OF ZHANGBEI CIVIC SPORTS CENTER SWIMMING POOL

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Annually, pupils, students and athletes gain a lot of achievements in both domestic and international sport competitions (Photo by: upes1)

BACKGROUND

In this research, the site is the Changbei Civic Sports Center, which investigates the swimming pool consumer's satisfaction and loyalty to understand the current situation of satisfaction and loyalty in the Changbei Civic Sports Center and the correlation between swimming pool consumer's satisfaction and loyalty. This study primarily used the sampling method. The swimming pool consumers of the Changbei Civic Sports Center of were selected as the research object. A total of 450 questionnaires were sent out. A total of 384 questionnaires were rejected after the recovery. The effective questionnaire recovery rate was 85.3%. The research tool was "Survey Questionnaires of Swimming Pool Consumers' Satisfaction and Loyalty." After the data was recovered, it was processed by descriptive statistics, independent sample t-test, Analysis of Variance (ANOVA), and Pearson

product moment correlation coefficient.

The results of the study found that: (1) In the satisfaction of the swimming pool consumer, "service staff quality" ($M = 4.09$) is the highest, followed by the "water quality and sports atmosphere" and "environmental facilities" ($M = 4.02$), with "Operating and management" ($M = 3.99$) as the lowest; (2) Pool consumers in the loyalty facet, with the loyalty of "repurchase intention" ($M = 3.96$), followed by "derived behavior" ($M =$

3.86), with "price tolerance" ($M = 3.19$) as the lowest; (3) There is significant differences in satisfaction and different background variables of swimming pool consumers (age, education, and exercise); There are significant differences in the number and exercise costs; (4) There is significant differences in loyalty and different background variables of swimming pool consumers (age, occupation, average monthly income, sports expenditure, and consumption patterns); (5) Related analysis: the satisfaction and loyalty are positively correlated.

KEYWORDS: Sports center, satisfaction, loyalty.

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