



Study of Aesthetic and Service Quality in the Sport Pools and Its Relation with Customer Loyalty with an Emphasis on Customer Incentives

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ABSTRACT

Background: The purpose of this study was to Aesthetic and service quality in the sport pools of the northern provinces of Iran and its relation with customer loyalty. Descriptive research, correlational research that has been conducted in this field. **Objective:** 437 people from the pools of the northern provinces of Iran (Gilan, Golestan & Mazandaran) as customers sample was determined using simple random sampling. Data collection Soleimani aesthetics adjusted questionnaire, Liu Service Quality questionnaire & Lim Loyalty Questionnaire, with Likert scale was used with five values. For data analysis, using Pearson correlation & SPSS₂₂ software. **Results:** . Data analysis showed that significant differences between the study community aesthetic and its subsidiaries ($r=0.39$, $p<0.01$). Service quality and its subsidiaries ($r=0.75$, $p<0.01$), with loyalty. There are significant differences between male and female customer loyalty ($r=0.15$, $p<0.01$). **Conclusion:** There was difference between the aesthetic aspects of indoor pools ($r=0.47$, $p>0.01$). There was difference between the service quality aspects of indoor pools ($r=0.54$, $p>0.01$). Sports pools managers the staff polite, humble and patient in dealing with customers and timely response to customer comments and complaints, improve customer service quality.

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INTRODUCTION

The distinctive feature of humans and other creatures of perfection at all points toward savings and inherent tendency to beauty (Taheri, 2013). Delicate and demanding elegance and beauty of the human spirit. An important part of human life when he was born was beauty. Tension and attraction of beauty, because it is compatible with the nature is beautiful, because his stuff is so beautiful in art, beauty, and beauty is in the art. Understand and capture the beauty, there is the need to clean and tidy deserve to be achieved. When dealing with man's architecture and inner psychological needs and aesthetic sense is of note. This ratio represents the first example of establishing settlement (Ivazian, 2003, Amiri, 2008), God has put all things in love, perfection (Corbin, 2001).

Aesthetic sense of human perception and attention. Aesthetic science to explore ways of feelings mean broadly the position where the person pays. The word in the original Greek and means of aesthetic understanding. Aesthetic of Socrates as a complex issue, as for the discussion of philosophers, psychologists, artists and architects have been recently discussed also. Aesthetic already been considered by the makers and environmental managers (Moshagen *et al*, 2010, Kurt, 2008, Nagizadh, 2003).

What to stimulate a person's behavior should be done for a person to satisfy its channel reach, indeed finger on his needs (Hoseinian, 2007). Human needs in a hierarchy of importance, are classified as Lowest most needs (physiological) and started physically and emotionally row respectively higher dependency and attachment needs (social needs, love), the need to respect and require prosperity alone (Hicks & Gullett, 1977). There is confidence that the apparent improvement and beautification of the environment through various artistic, will be based on the genuine needs (need for beauty), was the driving force behind human behavior (Hoseinian, 2007).

Means performing physical exercise regularly and to complete physical and mental faculties could not make physical mastery of the sport - it is, but the human spirit is desired. (Ivazian, 2003). Physical space as a social space in the home human sometimes. Urban space should be an aesthetic worthy to be called to an urban space. Today, the city should be considered beyond designing buildings and transportation networks. Spaces shall be

created shall comply with the requirements of today's modern technology to be defined by agreement have great sports modern technology has provided the field (Karimi, 2007).

After today's aesthetic is a need for the man and deep customer focus and customer oriented world of industry secret exercise. An important goal for the satisfaction of customer satisfaction follow used to be. Satisfied customer feels satisfaction, customer attitude towards a product or service after using it. If customers are interested in using a particular service satisfaction, likely to repeat their purchase. Customer satisfaction may also this is likely to tell others about their good experiences result in positive word of mouth advertising will involve (Abotorabian *et al*, 2008; Erin *et al*, 2008).

To promote active living among individuals, there are some factors that affect participation in sport and may be used to change as a goal (Deforch *et al*, 2010). The beauty of a medium increases the tendency of people to the place of physical activity and exercise, to attract people to exercise and physical activity in the outdoors and open spaces, one thing is clear (Sallis, 2009).

According to their interests and the environmental factors that are present in the population, gives them a sense of identity and belonging to a place where they can attract (Shafiei, 2010). Architecture and Construction in sports pools, sports are no exception to this rule. Aesthetic needs of customers should exercise that attracted them to these places. Sports pools can be important in making preferences of people. Surely the beautiful sport of swimming pool that appears to have no heart sticky prefers. Beautiful sport sports people like to see a place like pool willing to spend money and time from this place to the use.

Today, there is a universal tendency of loyalty marketing. Many companies in many industries to evaluate and implement loyalty strategies and programs aimed at fostering stronger ties with their customers do (Banasiewicz, 2005). Activities - marketing are primarily based on customer value foundation. Perceived value of marketing to the customer's evaluation of the costs and resources the purchases a product or service should be defined (Ranjbaran *et al*, 2013). The increased competition in the field of manufacturing and services around the world will see and retain customers and increase their loyalty factor is evident on this space every day more trouble to (Alameh, 2011). As one of the most important criteria to evaluate the quality of service, various broad sense that the organization is committed to it (Sajadi, 2012). Although service industries for more than half a century has been dominated by the industrialized economies, however, the quality of service was introduced in the late 1970s . Exponentially increasing the quality of service over the 1980 to 1990 years show how quality improvement can lead to improved organizational performance and competitiveness of service quality are the most important headlines of today in the field of management service and marketing (Robinson, 2006).

According to researcher's service organizations, the most important factors in increasing the level of service quality and customer satisfaction result is customer loyalty (Alameh, 2011). This emphasis on the reasons of loyalty. Also, research has shown that relatively large investments to attract new customers to a brand, compared to keeping existing customers are required. This research has shown that 6 to 8 times more to attract a new customer than to keep an existing customer is expensive (Duncan & Mummery, 2005).

Determine the quality gap, followed by strategy for eliminating or reducing this gap, an essential first step in developing a quality improvement program, be considered. Due to the constant lack of resources as one of the major obstacles to the implementation of quality programs, pose. In this evaluation, management has set able to also prevent loss of quality, so better allocation of limited financial resources available to improve service quality and improve organizational performance (Bery *et al*, 1988). The center, which is to achieve customer satisfaction level is low, its customer base in the center of this case is weakened and loses its share of the market allows (Rajabi *et al*, 2013).

Investigated factors affecting customer satisfaction of service to the organization, sports such as swimming pools set is fundamentally important. For the organization due to lack of equipment and facilities, physical and material resources, especially human resources specialist, in order to satisfy customers who fail. In other words, all activities of the organization in order asked - and are not customer expectations. The role of service quality on customer satisfaction and providing the necessary training, Club staff, especially coaches will be most effective (Kontou *et al*, 1999). Today, in line with changes in the environment, technology and customer attitudes , actions and activities of this series has not changed in Iran pools and these centers maintain market share, customer-oriented focus as the sole critical factor needed to provide not and improve quality and development services tailored to the demands and needs of customers has not.

This mission requires centers, pools of water, especially the trust of people by improving working relationships and respect for the views and desire to attract more customers to. It is evident that create customer loyalty, loyalty, attention to risk factors and other factors controlling the set, ask them. Public places due to the variety and number of its customers not only need to take care of that customer expectations are met, but we should strive to understand customer attitudes public facilities compared to private centers do ? This need has led public places than ever before in sizes are measured service quality in this section. Public institutions are faced with a problem, is how to evaluate the service quality assume that the size, type and present it differently. For example, a customer asked public sector customers may wish vary in different individuals, this may

frequently be observed. In any case, customer expectations of managers' knowledge of public institutions and the quality of services is greater than ever before to. The problem is that public institutions should be the ultimate mechanism for measuring and monitoring the size of to have. Methodology and benchmarking methodology for measuring service quality measurement requires correct identification of factors affecting the quality of public institutions (Memari *et al*, 2014).

Sports club only when they can be effective and successful partnership, and it's important to attract people from military service Client Satisfaction only a matter of (Alvani & Riahi, 2005). Management and marketing scholars in recent years, because more and more competitive market and also because of its focus on the inner workings of marketing management like the interests of customers, service quality and customer satisfaction has led to the perception, service quality studies have (Chang *et al*, 2005). Studies - In the past two decades, interest in the quality of services to the sports industry many has also drawn (Robinson, 2006). Service quality as one of the most important factors that determines the success of a service organization, in today's competitive environment is taken into consideration, any decrease in customer satisfaction due to the poor quality of service concern for the organization of the service (Sajadi *et al*, 2012). In the field of sports management, sports, numerous articles have been written concerning the environmental services that focus on service quality and show that factors such as improving the quality of service, cleanliness and hygiene, equipment and safety may be issues considered important (Macintosh & Doherty, 2007).

McCormack (2004) noted that the physical environment has the potential to affect physical activity and increases the tendency of people to be physical activity. Environmental aesthetic qualities of the environment that can affect their physical activity, they found that the aesthetic is positively related to levels of physical activity.

Lau *et al* (2006) in a study entitled "Factors sports apparel brand loyalty in Hong Kong" conducted. In this study, the main factors of brand loyalty to brand names, product quality, price, product style, the store, advertising, and quality of service that the degree of customer loyalty to the brand, the two brands changers clients of avid and responded to questions related to the above mentioned factors. change their brand and product quality by both groups as the most important factor in brand loyalty was recognized.

Wendel *et al* (2007) to determine the potential environmental, physical activity and exercise in adults refer and that its purpose was to obtain environmental factors the tendency of individuals to exercise influence. To the conclusion that one of the environmental factors that increase the tendency for people to exercise in these places is aesthetic is. The picturesque landscape and interesting relationship with physical activity is important. Also no evidence that there is no difference between men and women.

Hashemi (2008) compared the level of satisfaction of public and private indoor pools province concluded that customer satisfaction with indoor pools and private pools in health and safety, social behavior and human relations, customer facilities, premises, equipment and physical resources quality of human resources management and planning, there are significant differences. In all cases the customer satisfaction with private indoor pools public indoor pools was more frequent. Chen & Chang (2008) found that the aesthetic quality of products is important factors in achieving high customer satisfaction. Customer satisfaction in today's competitive global market involvement is important and necessary. The research concluded that beauty is in the design of a positive impact on customer satisfaction. Baker *et al* (2008) in a study entitled the impact on the perceived quality of the store environment and store image to examine the influence of specific factors combine in the store on the customer perception of quality goods and paid services. The results of social and environmental factors in shop, customers that it will lead to their qualitative observations. In addition, the store environment, product quality and service quality are the basic image store.

Haklee *et al* (2010) to Golf clubs in Korea, the impact on service quality, satisfaction and repurchase intention came to the conclusion that women's golf player, club service quality, clean and modern gym equipment is more important than men. Dfrch *et al* (2010) The purpose of this study was to determine the perceptions of the environment and the people in the cause of the tendency of people to the sport, recreation and active transportation to school youth to be of Belgian. Finally, the two reached a different result. Sports and leisure activities in to concluded that the aesthetic environment of leisure sport activities and there is no relationship. On the way to school, the aesthetic trends, environmental and youth walking and cycling to school on a positive relationship exists. Cleland *et al* (2010) concluded that the aesthetic appeal of the environment can affect health behavior and there is a positive relationship between population trends in leisure and sporting activities, such as aesthetic environment variable. Kozehchian *et al* (2010) in their study as compared Satisfaction - Customer satisfaction Tehran public gym club and private sectors that have significant differences in overall customer satisfaction gym club there are public and private. Do you mean the social factors as well as customer satisfaction, equipment, quality, staff behavior, training programs and tuition and private sectors, there are significant differences in customer satisfaction than the private health club state was observed.

Alidost *et al* (2011) in their study as compared with female customer satisfaction in Tehran that the public and private fitness clubs, components of satisfaction between public and private clubs. There are significant differences that costs and fees other than the satisfaction of the state significantly Club satisfaction was

significantly higher than in the other components of private gym clubs. Significantly more satisfied with the item. There were significant differences between private and public and private clients club showed more satisfaction. The most important factor that causes the difference in public-private club is pleased with the club's facilities and physical environment as well as behavior management, staff, coaches and private clubs that may be caused by customer satisfaction and profit private clubs are more.

Hamzehpour (2012) in his thesis topic related to service quality, customer satisfaction and loyalty & Re presence in fitness clubs achieved the following results showed that the mean of all variables in the study, the average level of your attitude. The variable quality of service offered by satisfaction, loyalty and future plans, as well as between satisfaction, loyalty and future intentions of customers and ultimately the future of customer loyalty plan, there was a significant positive relationship. Logistic regression analysis showed that all the variables of service quality, customer satisfaction and loyalty, the ability to predict the future is going to present. Mohammadi *et al* (2012) in an article titled relationship between perceived service quality and customer loyalty indoor pools Isfahan concluded that in general between perceived service quality and customer loyalty, there is a significant relationship. Multiple regressions showed that about 29 % of the components of change in customer loyalty - can be explained by the quality of service and the five dimensions of service quality, only certain components and concrete, a significant predictor for loyal customers. Therefore, to increase confidence through employing knowledge and skilled personnel, in addition to the appearance of the facility and staff ponds can be followed customer loyalty.

Razavi *et al* (2013) conducted a study of the aesthetic dimension of customer orientation in Sport found that the dimensions of color, light, harmony, form, space and ambience sport effect on customer orientation - is ($p < 0.01$). The difference between current and desired state of sport in the customer orientation of where there is an aesthetic aspect ($p < 0.01$). Amirnejad *et al* (2013) in an article titled survey of satisfactory service club students perspective wrestler found that an objective and empirical support for understanding the satisfaction of opinions expressed are educated people. As well as other medical students have higher mean scores on satisfaction with service delivery in satisfaction of facilities, quality and staff behavior, staff, coaches and training programs, cultural - social and medical costs, of which the superior student was significant. Students' retention of ship cultural factors - social clubs, the most influential factor is satisfied, then the components were trainers and training programs, personnel, facilities, equipment, funds are received. Kharazmi (2013) at the end of his letter to rate of adherence to national team athletes than sports brands and defining the basic elements of pay. Results showed that among the various factors of service quality and product quality is the most important part athlete.

Alipour & Pourasghar (2014) at the survey impact of service quality on customer loyalty, Results showed a direct relationship between service quality and loyalty and all the intermediate variables and perceived quality, perceived value and customer understanding and anticipating customer expectations can increase the quality of services. This is in addition to the low customer complaints, customer loyalty and substantial increase

According to research performed to determine which factors can aesthetic trends of the environment and physical activity and sport impact is large. Wherever the beautiful colors, beautiful environment, open space, good lighting and is aesthetic in general, people have also been present and thus all these people have better mental and physical health . In Iran, despite the growing importance of the service sector in the national economy, this sector is neglected in management literature; it is not as it should be. This was especially the service quality of sport centers is more visible. In recent years, the competition to attract customers because of the increasing number of newly constructed, modern public and private indoor pools have increased in many cities. Therefore, attract new customers and retain existing customers is an important objective of the managers of these places. Due to the lack of equipment and facilities, physical and material resources, especially human resources specialist, in order to satisfy more and more customers are now competing in the swimming pools and for this purpose it is essential that knowledge of the future step up the customer service and quality of indoor pools is considered for acquisition of the position should be resolved attempted to challenge.

Based on the foregoing discussion, the sports organizations have a proper understanding of the factors affecting customer satisfaction, better can be satisfied with the positive results of having their customer base because customers' expectations of service quality in feature, the they will lead to higher satisfaction and makes to stay faithful service .in light of the economic benefits of greater customer loyalty earn , but also highlighted the role of attracting and keeping new customers can apply more. Without a doubt understanding customers' view of the quality of services provided within the sport, it could be an appropriate guide for managers pools that are always looking to improve the quality of services provided to customers.

Methodology:

Intends to study the effect of the aesthetic dimensions of service quality on customer loyalty and sports pools plus examine the current situation from the perspective of paying customers. The research is descriptive and correlational. Gather resources by library and its collection are field inventory data. The research population, the pool of 157 private and public clients in the provinces. In three province (Gilan, Golestan &

Mazandaran) has 38 city due to the extent of three regions East (8 city) Central (19 city) and West (11 city) would be samples from each region and for each of the two pools in 3 cities was randomly selected. Sampling method used to select urban cluster and within each cluster will be randomly selected customers. Total 437 customers were selected randomly.

Sports pools for the aesthetic aspects of the Soleimani adjusted questionnaire (2013) were used. The questionnaire consisted of 24 questions worth 5 point Likert-type scale (from 1=very low to very high=5) in the two desired and aesthetic factors will be examined. Cronbach's alpha coefficient obtained in situations desired status (0.95) and the status quo (0.96) were estimated. In this study, standard questionnaires measuring service quality of sport centers (Liu, 2008) after adjustment and implementation of environmental and cultural conditions of the pool was used for data collection. This tool is as follows. The questionnaire consisted of 21 questions in 5 sections include tangible quality, customer confidence pool, the pool of responding to customers, ensure customer pool, and the pool on the empathy between client and Likert continuum (a scale of five options) set ($\alpha=0.87$). In order to evaluate the customer loyalty of sports pools loyalty questionnaire Lim (2006) 5 worth Likert scale was used. The questionnaire of 8 questions in behavioral and attitudinal measures the level of customer loyalty that ($\alpha=0.91$). For data analysis descriptive statistics such as mean, minimum, maximum, frequency, percentage and standard deviation were used to describe the variables in the research community. A difference between variables in the quality of public and private pools, according to the normal distribution, Pearson correlation coefficient was utilized. Each of the hypotheses of the study was assessed using SPSS₂₂ software.

Results:

The company had an average age of 31.27 ± 10.42 years. 52.73% female, 49.31% single, and 51.82 % in two to three weeks the pool was used. Describe the changing aesthetic and its subscales, aesthetically 43.54 ± 5.02 points in total, service quality, with 35.29 ± 0.78 points in total points allocated. Variable describing the loyalty, fidelity, with an average 3.84 ± 0.91 points in total, and men with 3.78 ± 1.03 and female's 3.65 ± 1.04 points allocated. The aim and motivation of the participants in sports pools, multiple choice questions intended to limit the number was chosen.

Table 1: The goal and motivation of clients in sports pools.

components	N	present
Health	107	13.2
Fitness	170	20.9
Championships Weight Control	95	11.8
Fitness	274	33.7
Socialization and Connecting with people	166	20.4
Total	812	100

The results can be found in Table (1) most motivated people in the fitness and sports pools with a 33.7% and the lowest was related to Championships weight control.

Table 2: Results of relationship between customer loyalty.

Variables	N	correlation coefficient	Sig. (2-tailed)
Aesthetic and its subordinates	437	0.382	0.001
Service quality and its subordinates	437	0.647	0.001

According to Table 2 focused on the aesthetic components such as the environment, space, form, plain, light and color, the tendency of customers to the sport of swimming. This association is about 38 percent. The correlation coefficient between different aspects of aesthetic and customer loyalty $r=0.38$ is equal. Tangible components of service quality as well as quality, reliability, responsiveness, assurance and empathy, the tendency of customers to the sport of swimming. This association is about 64 percent. The correlation coefficient between service quality and customer loyalty $r=0.64$ is equal.

Table 3: Results of studies on the relationship between age and Loyalty.

Variables	N	correlation coefficient	Sig. (2-tailed)
sex	437	-0.182	0.001

According to Table 3, according to the characteristics of the pool of people in terms of gender, the tendency of customers to the sport of swimming. This association is about 18 percent. The correlation coefficient between $r=-0.18$ Customer Loyalty men and women are equal.

Table 4: Different aspects of public and private variables in sports pools.

Variables	N	correlation coefficient	Sig. (2-tailed)
Different aspects of aesthetic	437	0.302	0.001
Different aspects of service quality	437	0.274	0.001

According to Table (4) to conclude that the aesthetic aspects of public and private pools in the community under study, there is a significant relationship, hence the saying, according to aesthetic aspects such as the environment, space, harmony, form and color pools, sports pools are effective in customer orientation. This association is about 30 percent. The correlation coefficient between the aesthetic aspects of public and private pools $r=0.30$ is equal to the significance level of the test. About the relationship between service quality dimensions to conclude that the service quality of public and private pools in the community under study, there is a significant relationship, this association is about 27 percent. The correlation coefficient between the dimensions of service quality in public and private pools against $r=0.27$.

Discussion:

The main objective of the present study was to Study of Aesthetic and service quality in the Sport pools and its relation with customer loyalty with an emphasis on customer incentives. The results show that most of the people who have been in the fitness and sports pools with a 33.7% and a minimum of championships weight control. Indicates the status aesthetic in swimming pools is to mean the status aesthetic medium (46.32 of the total 60) is concluded. The results are consistent with the Masomi *et al* (2014), but inconsistent with the results Razavi *et al* (2013), Shafiei (2010), Deforch *et al* (2010), Cleland *et al* (2010), Chen & Chang (2008), Baker *et al* (2008), Wendel *et al* (2007), Lao *et al* (2006). The population is probably related to the lack of consistency in terms of indoor and outdoor locations and dimensions were studied. The majority of researchers have given priority to environmental light and color. However, all research on aesthetic factors known to influence customer loyalty and have emphasized that this order has been given all findings consistent with researchers.

The results of the hypothesis that the quality of services and sub its relationship with the loyalty of the population under study there. The results obtained with the results, researchers such as Alipour and Pourasghar (2014), Amirnejad *et al* (2013), Kharazmi (2013), Hamzehpour (2012), Sajadi *et al* (2012), Mohammadi *et al* (2012), Alidost *et al* (2011), kozezhchian *et al* (2010), Hak Lee *et al* (2010), Baker *et al* (2008), Lau *et al* (2006), are consistent. All the results indicate a positive and direct impact on service quality and customer loyalty in sports is causing the customer's. However, the results Hashemi (2008) level of service quality in the private pools are better assess the state. Between each aspect of perceived service quality and satisfaction with that aspect, there was a direct correlation between the results of the perceived service quality increases, satisfaction increases.

There are significant differences between males and females in the population studied customer loyalty. The results are consistent with Masomi *et al* (2014), Kharazmi (2013), Hoklee *et al* (2010) Hashemi (2008). Leigh also Hoklee *et al* (2010) service quality clubs for women, compared to men, the club is clean and new equipment is more important. Research results are inconsistent with the results of Wendel *et al* (2007). Their loyalty among women than men in the other aspects of service provision, lack of consent is lower.

There are significant differences between different aspects of the aesthetic in indoor pools. The results are consistent with the results of Razavi *et al* (2013) & McCarmack (2004). A study by Razavi *et al* (2013) showed the influence of the aesthetic dimension of customer orientation are the most effective way to sport the province that the dimensions of color, light, harmony, form, space and the environment, clients tend to sporting venues. There are also significant differences between the existing and desired aesthetic aspects of sport. McCarmack *et al* (2004) environmental characteristics of aesthetic environment that can affect their physical activity and is negatively correlated with levels of exercise in people.

There are significant differences between the various dimensions of service quality in public and private indoor pools. The results are consistent with Alidost *et al* (2011), Sajad *et al* (2011), Kozezhchian *et al* (2010), Hashemi (2008). The main reason for there to be differences in the results obtained with the results of this research can inform private service sector highly desirable private sports mentioned. Service quality, customer loyalty and sports pools compared to the aesthetic dimension is a priority. The results are consistent with Alidost *et al* (2011), Baker *et al* (2008). They found that the most important factor that causes the difference in public-private club is pleased with the facilities and the physical environment (aesthetic factors) after the presentation, management, staff, coaches and private clubs (services quality), which may be due to greater customer satisfaction and profitable private club is. However, is inconsistent with the findings of researchers such as Amirnejad *et al* (2013) & Mohammadi *et al* (2012). Mohammadi *et al* increased reliability by employing knowledgeable and skilled personnel (services quality), in addition to aspects of the facility and staff are apparent pools (aesthetic) that can loyalty of customers to be followed. The results Amirnejad *et al* (2013) showed that a component of service quality as cultural-social factors, trainers and training programs, personnel, equipment and facilities is a priority, and then placed in the next category.

Finally, research has shown that due to the aesthetic dimensions of effectiveness in attracting people to the sport pools and the impact of service quality on customer retention ponds, public and private, have failed to meet their expectations. Except for a few examples, most of the construction and equipping of sports pools aesthetic factors and qualities of the services provided do not pay attention. It is recommended that sports pools

managers the staff polite, humble and patient in dealing with customers and timely response to customer complaints management, pool view and improve the quality of customer service.

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