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The Relationship between Customer Satisfaction and Facilities and Equipment Productivity on Tehran Alzahra Municipality Complex

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ABSTRACT

Objective: The purpose of this study was to examine the relationship between customers satisfaction with sport facilities productivity on Alzahra complex of Tehran municipality. Sample group of this study includes all women customers of Tehran Alzahra municipality complex that had at least 6 months of sport experience. The sample size was determined 354 individuals by using Murgan table. Three scale including demographic, customer satisfaction scale and productivity scale were used for collecting data. Descriptive statistics and inferential statistics (Pearson correlation) were used for analyzing data by SPSS 20. **Results:** Results showed that there are significant relation between customer satisfaction (customer contact) and equipment productivity ($r=0.71$, $p=0.001$), quality of human resource and productivity ($r=0.82$, $p=0.001$) and social behavior and productivity ($r=0.71$, $p=0.001$). Also management and customer satisfaction planning had significant and positive correlation with equipment productivity ($r=0.79$, $p=0.001$). **Conclusion:** This study concluded if sports clubs managers seeking for greater productivity and satisfaction should have precise, comprehensive and all side vision to Quality services in all human dimension, financial and the materially and every positive action in quality enhancement, will be effective. If managers seeking customer satisfaction should improve the results which are improving the health state, vitality, fitness and social relations And put the interaction of skilled, knowledgeable and affable employee and coaches in their job title.

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INTRODUCTION

In recent decades sport as a multidimensional tool with spread effects, manifest its worthy position and role in economy, individual health, spending leisure time and prevention of diseases and social evils (Holzweher, 2002). Results of conducted research on the effects of physical activity have led to increase in public participation in various sports (Sadeghi, 2012) and that's why today's developed countries are competing with each other in planning and organizing sport activities and offering innovative programs (Collins, 2002).

Customer satisfaction has been associated with many positive operational results (Hesselink, 2003). Satisfaction is the amount of emotion that a person feels due to meet the expectations or adding to expectations (Sadeghi, 2012). Satisfaction is fundamental factor for marketing process, purchase behavior, participation in the process after buying such as a change of attitude, repurchase and loyalty, therefore, providing services that lead to customer satisfaction will increase the profitability of organization (Hesselink, 2003) and customer satisfaction can be seen as the prerequisite for all subsequent success of organization. Every successful organization is willing to offer services that provide customer satisfaction (Poggio, 2009). Gohar Rostami *et al.* (2009), in investigation the relation between services and satisfaction of participants in health station of Tehran parks realized that the first priority of participants is health factor with 73.8 percent and relaxation factor with 17.8 percent and the most participants satisfaction were with health factor (66.4 %)(Sadeghi, 2012). The result of Atghia (2007) research suggests that women were dissatisfied with the current state of women's sport equipment, expensive sport spaces, lack of knowledgeable coaches and unsafe equipment of places (Sadeghi, 2012). Afthinos *et al.* (2006) in investigation in customer expectation realized that customers of private

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fitness center more satisfied with modern equipment, employees willing to cooperation with customer and more security and government agencies customer satisfaction were with easy traverse to the sport places. According to Yi-Chin (2008) findings there is a positive significant relationship in all aspects of customer satisfaction and customer trust and loyalty so that the higher level of customer satisfaction, the greater trust and loyalty of customer towards the organization. According to Hak Lee *et al.* (2011), tangibility and empathy were the main predict dimension of satisfaction. It should be noted that the facility and equipment are located after the tangible and objective quality of services. Greenwell and colleagues (2002) found that when facilities and equipment factors were considered together predicted the customer satisfaction but the facility alone had a little effect on satisfaction. In addition Atkinson (2005) findings showed that whatever quality and quantity of offered services and facilities of sport places are better the customer satisfaction will be greater. Productivity miraculously enhances standards and quality of life in developed countries and one of the viewpoints that evaluate a new angle in productivity is measuring the productivity in sport places which is something new and innovative. One of the most important issues related to sport spaces in pre-built sports hall is the productivity level of spaces and equipment. Whether women participated in sport classes in pre-built sport club do feel comfort and satisfied? Does the equipment available in sport clubs lead to customer satisfaction? And generally what are the relevant factors with customer satisfaction and productivity? (Atkinson, 2005)

Expansion of sports facilities as a critical need for the public health and joyful living of individuals is essential. On the one hand, to engage and enhance profitability in any organization providing quality services is important. Facilities management and independent organizations are becoming increasingly important to business success. This directly leads to business success by focusing on continuous stability and reliability over time, cost and quality control (Kotler, 2001). Therefore study on facilities management in each of the built sections is necessary in order to optimize business performance. Understanding the role of sports facilities and equipment and how it can be effective in business efficiency, is the fundamental of efficiency management in sport, and to allow users to assess their performance and strive for touting customer satisfaction.

Today, with the advent of increasing spaces and sports facilities, the importance of using new designs are more pronounced in tout customer satisfaction. Customers and consumers are always looking for suppliers who provide better goods or services. Understanding this distinction leads the selection process of needed good or services and help customer to make the decision for paying more in exchange for better goods or services. So what important for service organizations such as the municipality Sports organization, is working towards solving customer problems through His manifest and latent needs at present and future. These institutions should understand the customer needs and in fact doing something that result in customer satisfaction

Methodology:

This study examined the relationship between sport location productivity and customer satisfaction factors of Tehran Municipality Al-Zahra sport clubs. The method of this research in the favor of the purpose is applied and the method of data collection is descriptive correlation study was conducted in the field research. The study sample consisted of all customers of the Tehran Al-Zahra sport complex. Cochran's formula was used to determine sample size and the sample size was considered 354 clients. Random sampling was used to select samples. This was considered to be the five geographic areas. And in each of these areas, an Al-Zahra sports complex was selected randomly. Measuring tool was consisting of two questionnaires of satisfaction factors and sport place productivity factors. The Satisfaction questionnaire with Alpha factor of 0.75 was measured the six subscales of social behavior and staff human relations, granted facilities, facilities and equipment, management and planning, hygiene and human resource quality. The Productivity questionnaire with Alpha factor of 0.86 was including the factors affecting labor productivity, the productivity of users, physical facilities, financial situation, management and the administrative programs. For calculating symmetry skewness and kurtosis coefficients was used and to predict correlation between predictor variable of customer satisfaction and facilities and equipment productivity variable, Pearson's test and statistical software (SPSS) version 20 was used.

Results:

Findings from this study's description test showed that the average age of customers were 24.02 percent with a standard deviation of 7.78. The average of satisfaction factor was achieved 87.54 with a standard deviation of 13.34. The highest level of customer satisfaction was with granted facilities with average of 16.54 and a standard deviation of 3.23. The average of efficiency factor was achieved 175.73 with a standard deviation of 34.98. Subjects knew human resource as the most productivity factor with average of 38.18 and a standard deviation of 7.67. As table 1, shown, the results of the hypothesis test showed that there was a significant relationship between customer satisfaction and sport facilities productivity, ($r=0.51$, $p=0.001$). Also, there was a significant relationship between the amount of social behavior ($r=0.71$, $p=0.001$), the quality of human resources ($r=0.82$, $p=0.001$) and satisfaction planning and management and sport facilities productivity ($r=0.79$, $p=0.001$).

Table 1: Coefficients of correlation of sport facilities productivity via customer satisfaction elements

Variable		Customer Satisfaction	Social Behavior	Human Resources	Planning and Management
Sport Facilities	Correlation	R=0.51	R=0.71	R=0.82	R=0.79
Productivity	P-Value	P=0.001	P=0.001	P=0.001	P=0.001

Conclusion:

One of the most important developments that occurred in the field of performance improvement in the last decade of the twentieth century were the matter of recognition of customer satisfaction measurement as one of the major elements and requirements in management systems in organizations and business firms. Development and implementation of monitoring and measuring customer satisfaction as the most important parameters to improve the performance is considered the essential needs of today's organizations. As the findings of the present study shows there is a significant relationship between customer satisfaction and sport facilities productivity of Tehran Al Zahra municipal sports complex. This finding shows the necessity of full attention to all aspects of the satisfaction so that if the aim is achieving to efficiency all aspects of satisfaction should be increased. Certainly attention to priority of satisfaction aspects seems necessary. In the present study, the highest mean of satisfaction was belong to granted facilities with an average of 16.54 and a standard deviation of 3.23, which was consistent with The research of Afthinos *et al*. (2006). They found, customers of private fitness centers were more satisfied with modern equipment. Atghia (2005) did a research in the field of measuring the needs of different groups of Iranian women in public sport. The results indicate dissatisfaction was with the current state of women's sports facilities, expensive sports spaces, and lack of knowledgeable trainers and unsafe equipment of sport places (Gohar Rostami, 2009). So to satisfy customers providing the necessary facilities will be an important factor. Customer satisfaction is positive feelings that will be create after customer use the service so the person will be attached and loves to be known with the complex.

This perceived attitude causes a person to advertise for complex, recommend it to other friends, and go there again and again; even in the face of rising tuition prices use it again. As the survey results also showed that the majority of clients are presented by friends and acquaintances.

In the hypothesis test of the present study there was a significant relationship between social behavior and the degree of efficiency. The results of this investigation is consistent with the research of Hak Lee and colleagues (2011), Afthinos *et al* (2006), Gohar Rostami *et al* (2009), based upon customer satisfaction based on employees' willingness to help and public security of clubs and fitness centers, and the ease traverse of fitness centers customers. Also Aydin (2009), in investigation of customer satisfaction found that in private body building clubs there is an attention to customers demand and club managers and staff in dealing with customers consider their personality while the satisfaction of these factors was lower in public fitness club. Also In this study, there was a significant relationship between the quality of human resource and productivity factors. The results of the investigation was consistent with the researches of Aydin (2009), Hao liu (2010) and Lin (2010), that the sympathy of the staff, the willingness of staff to help clients increase customer satisfaction.

Other significant results from this research were the significant relationship between satisfaction planning and management and the efficiency factor. The second factor in customer satisfaction was the quality of programs; if the Customer fails to participate in club program and his leisure time in a way be inconsistent with program despite satisfaction still will not go to club.

In this regard, the results of the current research study was consistent with the researches of Aydin (2009), Gohar Rostami (2009), Choi (2001), Chang (2004), Keiningham (2007), walsh (2008) and Hak Lee (2011), based on the impact of the quality of the programs and complex management on customer satisfaction and loyalty to the club. While it was inconsistent with John Park Jung (1999), research that the athletes are more satisfied with the facilities and amenities rather than management and facilities has a greater impact on customer satisfaction (Pantouvakis, 2008).

In dimensions of labor productivity with an average of 38.18 and a standard deviation of 7.67 was identified as the most important factor, so skilled manpower and with relevant expertise will be a significant factor. According to findings of this study for having satisfied customers it is necessary to focus on the quality of the interaction or in the other word the quality of human resources. Professional human resource and their social behavior are the first factor of productivity that seems reasonable. If the coaches, administrators and staff, could have they have a good, deep and sincere relationship with customers, a sense of belonging and commitment to club is generated for customers and customers will not go to the same places forget the services. These results of this research was consistent with the researches of Saatchian (2010), Lim (2006), Choi (2001), Bearly (2004) and Chuan (2008), which stated that the quality of service and educational spaces have an impact on customers satisfaction. Greenwille and colleagues (2002) found that, the elements of the facilities and equipment when have been considered overall could predict the Customer satisfaction, but the facility alone had a little effect on satisfaction. In addition, Atkinson (2005) findings showed that whatever the quality and quantity of services and facilities Sport was better, the customer satisfaction was greater. Chen (2008) found that the relationship

between customer satisfaction and profitability is significant and negative also getting the excess cost from the customer will reduced the satisfaction level.

The results of this research showed that if sports clubs managers seeking for greater productivity and satisfaction should have precise, comprehensive and all side vision to Quality services in all human dimension, financial and the materially and every positive action in quality enhancement, will be effective. If managers seeking customer satisfaction should improve the results which are improving the health state, vitality, fitness and social relations And put the interaction of skilled, knowledgeable and affable employee and coaches in their job title.

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