



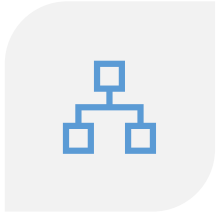
How to improve customer loyalty in the health industry?

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Outline



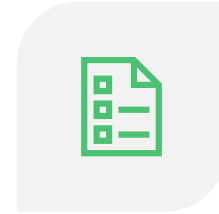
ABSTRACT



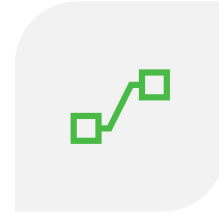
INTRODUCTION



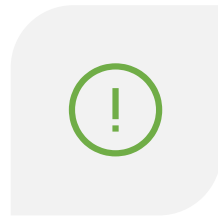
MATERIALS
AND METHODS



RESULTS



CONCLUSION



LIMITATION



Abstract

The purpose of this research is to verify the relationship between service quality and customer loyalty in the Taichung fitness club.

The conclusions of this study indicate that although service quality has a positive correlation with customer loyalty, responsiveness and empathy are important factors to improve customer loyalty in fitness clubs.

Introduction

- Reichheld and Sasser (1990) pointed out that keeping 5% of old customers can increase profits by 25% to 75%
- The practice of excellent service quality has been proven that customer satisfaction will significantly lead to customer loyalty (Caruana, 2000).



Introduction



Previous studies examine customers behaviours and satisfaction in fitness services.



The relationship between service quality and customer loyalty was under-explored, especially in Taichung.

Materials and Methods

Respondents

- 18-50 years of age
- At least 3 months of gym membership
- Training 1-7 times a week

Materials and Methods



Online
questionnaires



Hard-copy
questionnaires



96 questionnaires
were distributed



94 valid
questionnaires
were collected



Effective response
rate was 97%



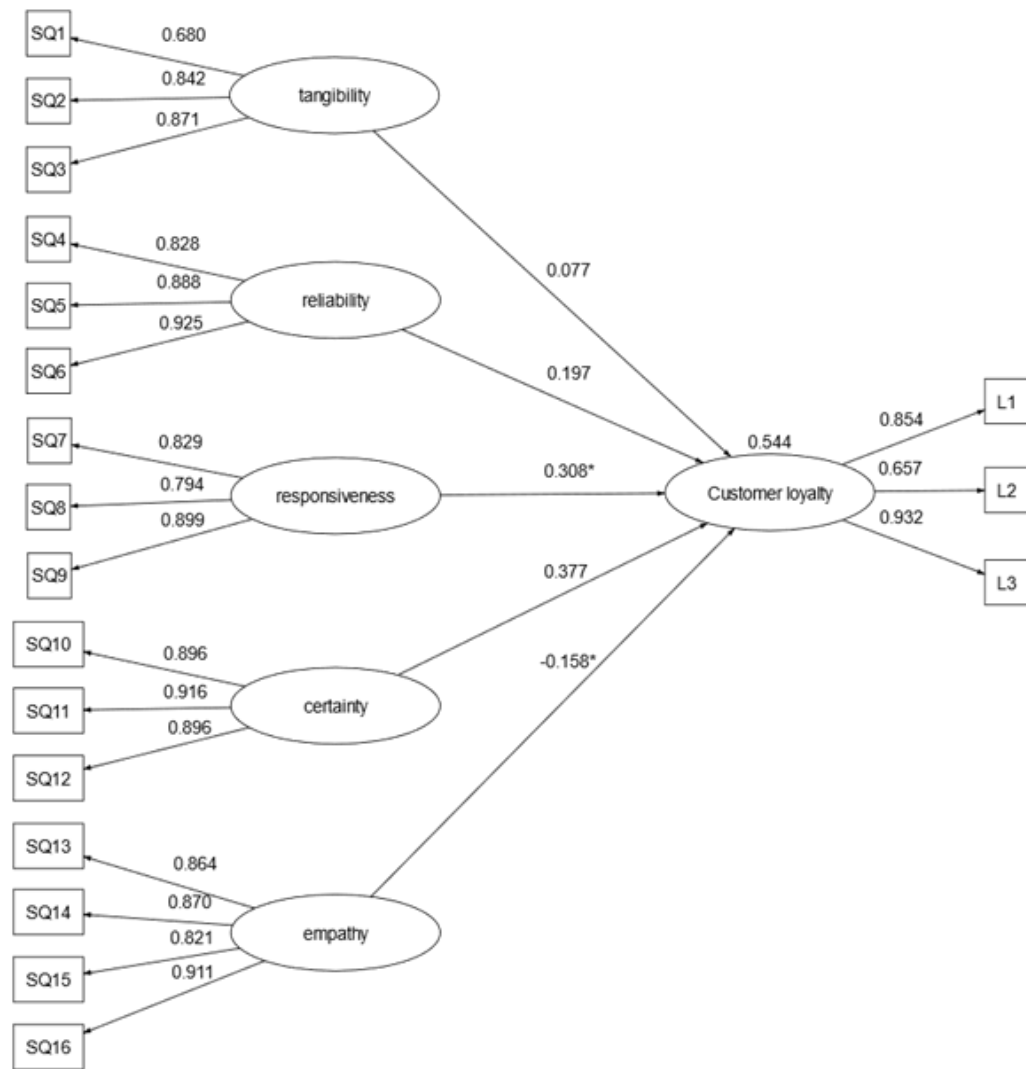
Results

Table 1. Respondents

<i>Item</i>	<i>Content</i>	<i>n</i>	<i>%</i>
Gender	Male	56	59.4
	female	38	40.4
Age	18 to 25 years old	55	58.5
	26 to 35 years old	32	34
	36 to 50 years old	7	7.4
Level of education	High school	2	2.1
	University	72	76.6
	Master's degree	20	21.3
Occupation	Services	26	27.7
	Students	30	31.9
	Faculty	11	11.7
	Business	11	11.7
	Others	16	17.1
Training frequency per week	0 to 1 time	28	29.8
	2 to 3 times	39	41.5
	4 to 6 times	24	25.5
	7 times or above	3	3.2
Time of visit	6 am to 10 am	4	4.3
	10 am to 2 pm	15	16
	2 pm to 6 pm	27	28.7
	6 pm to 10 pm	44	46.8
	10 pm to 6 am	4	4.3
Training class	Self-training	88	93.6
	Group class	2	2.1
	Personal training	4	4.3

Table 2. Service qualities and customer loyalty factors construct the surface of descriptive analysis

	<i>Scale content</i>	<i>N</i>	<i>M</i>	<i>S.D</i>	<i>Sequence</i>
Service quality	tangibility	94	4.24	0.61	3
	reliability	94	4.04	0.74	3
	responsiveness	94	3.96	0.74	3
	certainty	94	3.87	0.79	3
	empathy	94	3.81	0.83	4
Customer loyalty	Customers repurchase willingness	94	3.63	0.81	2
	recommendations to others	94	3.54	0.86	2



Conclusion



The characteristics of service quality in responsiveness would positively affect customer loyalty.



The characteristics of service quality in empathy would positively affect customer loyalty.



The managerial implication of this research is that fitness clubs need to provide effective services, pay more attention to customer needs and respond to customer enquiries quickly.

Limitation

- This study suffers the limitation that the backgrounds of respondents are insufficient of diversity. Further research should attempt to replicate the findings in a larger sample group.

Thank you for your
attention.
