

Chapter 12

Customer Satisfaction and Retention at Fitness Centres Based on Website Quality and Service

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ABSTRACT

This research aims to test and analyses the effect of the website quality and services of a fitness center on its customer's satisfaction. It helps website and business owners to know what is more effective in terms of their service. It is conducted in AR Fitness Zone and other fitness institutes, using data from cutting edge tools. All users in the fitness center are the research samples; there are 150 people. The research was conducted with data using IBM SPSS Statistics Version 28.0 (190). The result of this research is to find out that website quality and services have a significant effect on customer satisfaction and retention. Also, the results indicate that people are more likely to respond to good service than the website quality, but when the customer is new, website representation matters a lot. It was observed that service quality has a significant effect on website quality.

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INTRODUCTION

The fundamental purpose of information technology is to assist a company's product development, provide the greatest customer service, and make transactions as well as other commercial operations simple for the end-user. Good information technology is created with the problem-solving human mind, cutting edge software's, a good communication network and some regulatory policies to organize that information. The information system is used in the sector of marketing as a promotional tool in both services and product-based companies. Meeting your customer's wishes and demands as per their expectations is the main goal of every industry. According to (Schijns et al., 2016), having great service is crucial to acquiring and retaining customers for any sport. In short, fitness centers are for those who want to refresh their body, train, and stretch their muscles (Han & Yun, 2020). Not only to train muscles but fitness is also felt necessary with emerging diseases like Covid-19, flu, heart diseases etc. The focus on activity content and exercise intensity in pandemic will help children and adults.

Many international organizations including WHO and IARC, recommend "60-minute MVPA in a day" (Hashimoto et al., 2021; World Health Organization, 2010). Moderate to Vigorous Physical Activity (MVPA) is referred to as brisk walking or bicycling where vigorous activities help in large increases in breath and heart rate while running, dancing, and bicycling uphill (Strong et al., 2005). In the past, only hotels with star ratings had fitness facilities and only a few people could afford them. Now the market segment has changed from only upper class or wealthy middle class into the middle class. Most of the people in our survey are from the middle class which are health conscious due to their modern lifestyle. Now all bigger brands are targeting their audiences in a strategic way due to high competition in the market and increasing the sophisticated quality of life. Customers of a fitness center generally want complete facilities and the best satisfying services from fitness centres. They have only one goal of being fit and healthy after spending money on fitness centers (Ferrand et al., 2010). It may be helpful to keep loyal customers engaged and within the center to ensure that they remain loyal in the prolonged time frame (Opata et al., 2021; Panday & Nursal, 2021)

In order to keep this consumer relationship intact, employees, and trainers of the fitness center need to offer captivating offers and keep the customer engaged for 1-2 hours or longer to keep them coming back. When you keep your customer engaged inside and helps them in engaging in activities like Zumba, dance, cardio, weightlifting etc. it minimizes any likelihood of abandonment (Clavel San Emeterio et al., 2016). Amanah et al.(2021) reported that the cost in fitness centers for acquiring a new customer is five times more than to retain an old one. In this highly competitive climate, it is critical for fitness centers to concentrate on both old and new consumers. The main reason for this is that the new customers are not only harder to find but they are more likely to ask for a discount as a first-time customer (Butt et al., 2021). Health and Fitness centers, which achieve the highest number of non-dues revenue, have lower membership rates which lead to customer retention. All the fitness centers know that customer retention is the key driver in achieving the important organizational goals, which can be in terms of monetary or in terms of referrals and word-of-mouth (Eagan & Eagan, 2020; Tripathi, 2017).

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