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## The Relationship between Service Quality and Perceived Value with Customer Loyalty and Aerobic Fitness Clubs in Tabriz

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### Abstract

Customers are the focus of the each organization. They are survival and continued profitability source for organization. Hence, understanding the customers' expectations in order to satisfy their needs and providing appropriate services and even beyond to service organizations is inevitable that it would ensure customer loyalty. The purpose of this study is to examine the relationship between service quality and perceived value and customer loyalty clubs and aerobic fitness in Tabriz. Statistical society included 383 women customers Aerobics and fitness clubs in Tabriz. Service quality questionnaires Liu (2008) [17], the researcher perceived value, customer loyalty Monkiuli (2001) was used to measure the variables. Research methodology is descriptive and correlational. To analyze the data, descriptive statistics, mean, standard deviation, and the Kolmogorov-Smirnov inferential statistics, and regression was used Pearson correlation coefficient. Research results showed that the quality of service and value perceived by the customer loyalty has simple relationships. Also simple linear regression showed that the perceived service quality and customer loyalty are good predictors. Based on the study findings suggest that managers and owners of sports clubs using pricing and positioning strategies among competitors and create a good social reputation and establish appropriate communication strategies with customers the expected quality of service and value they provide in relation to the socio-economic and emotional to be a matter of customer loyalty.

**Keywords:** Service Quality, Perceived Value, Customer's Loyalty

### 1. Introduction

In today's competitive market, organizations and businesses are trying to achieve the unique advantages over its competitors to achieve a privileged position. On the other hand, customers are seeking suppliers who provide goods and better services. Due to numerous suppliers who provide quality products relatively uniform, most customers when buying goods and services required are the choice of several options. Therefore, customers looking for characteristics and factors that are assist them in identifying the best provider. (Kavoosi and Saghaei, 2005) [5].

Assess the quality of services are basic steps in the development program to improve the quality. quality of services and the factors influencing it as is one of the most persistent challenges in the field of management objectives have always been the focus of attention and theoretical and conceptual framework that is somehow related to customer expectations and perceptions have been studied. In recent decades, interest in the quality of service shows how to improve the quality of organizational performance and competitiveness can be improved. Customer orientation, increased competition, rapid changes in technology, increased customer expectations are new concepts are being heavily influenced today's world and it is very different from the early Universe. Such a way that can no longer compete with traditional notions of the world, to live comfortably. Nowadays this issue can be in the field of customer loyalty and provide more profits for them to be followed in the fierce market competition, and ultimately ensure the survival of the organization. (Yahyaie, 2002) [10].

Service quality has become an important differentiating and powerful competitive weapon that many service organizations have led it. Leading service organizations try to maintain high quality services to achieve customer loyalty. So long-term success of a service organization in the market, owing to its ability to increase and maintain the number of loyal customers. (Berry et al, 1998) [12] On the other hand, many researchers agree that consumer perception of quality,

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compared to previous expectations of customers by understanding their subsequent service is a real. (Gronross, 1984 and Parasuraman *et al.*, 1988 and 1985) <sup>[15, 19, 20]</sup> In some other texts, quality is defined as meet the expectations of customers. (Chelladurai, *et al.*, 2000) <sup>[13]</sup>. modified SERVQUAL scale to measure the quality of service in the recreation center. Cluster sample was formed 200 participants in 4 different recreational activities. Only 22 SERVQUAL items were found that were effective on recreational activities. Factor analysis showed that subjects found four dimensions of service quality such as assurance, reliability and accountability and evident. Fifth Factor (empathy) was not an important aspect in this study. (Parasuraman, 1988) <sup>[12]</sup>.

The perceived value is other factors that many companies focus it to retain customers and has been introduced as one of the most important factors in customers' decision-making process. Also concept of value can be complex with different meanings and interpretations, depending on various situations. The most widely accepted definition is the ratio of quality to price. The interpretation of the value of customers varies from person to person and companies must conduct marketing through the discovery of the value of their target customers and to take care of it. (So, 2002) <sup>[21]</sup> Overall Value of perceived assessment of consumer perceptions of the desirability of a product is payments and received, the point that should be considered is that perception should always be considered in relation to expectations and given the dynamic nature of customer expectations of service that assessment may also be served. Customer perception of service quality is defined as a judge or a serving independently of the overall advantage that a certain quality to be compared. Perceived quality is an attitude, but not to the satisfaction of the performance comes from a comparison of expectations and perception. (Liu, 2008) <sup>[17]</sup> Some are looking for good quality to pay costs that and consistent service for some comfort and needs are important. Researchers distinguish between the concept of value and perceived quality. While quality is only expressing what the person has received. Concept of value is more personal than a quality. Accordingly quality and value have different effect on individual.

Loyalty of customers is a new issue which have been interested by marketing managers in past two decades and beyond satisfaction and customer satisfaction. This means that marketers not only must be able to attract customers in the best way, rather should create a mutual respect and sympathy to keep them in the organization. One of the reasons for this trend is increasing the cost of new customers that makes marketers to focus more on keeping existing customers. So that the estimated cost of attracting new customers is average 5 to 6 times the cost of the existing customer retention. Some studies show that an organization can increase future profit on scale 30 to 90 percent by maintains profitable relationships with customers and reduce customer rush to 5 percent. (Hassanzadeh, 2007) Due to increasing competition in the industry witnessed such an extensive effort in promoting and developing quality management tools and oriented customer approach, customer loyalty is now considered one of the most important factors in determining the success of organizations in profitability and their survival. As the most important indicator for measuring and monitoring the quality of products and services from the basic needs of organizations. Also means that marketers principles by which they evaluate the health of your relationship with customers. (Jalilehwand, 2006) according to (Jacobi, 1994) Perhaps the sports clubs so that the success of a sports club in providing services to

customers who refer to it only once. But also to depends on customers who regularly communicate with it. These findings and other studies clearly aware of the importance of customer loyalty.

Shojaei (2012), Ameri (2012), Mohammadi (2011), Yazd Fazeli (2011), Sayed Javadein *et al.* (2009), Saatchian (2010), Bonsebordi (2010), Nicholas (2012), Yunan (2013) , Mosaheb *et al* (2010), Choi (2001), Hak Lee (2010) <sup>[16]</sup>, Liu (2008), <sup>[7, 9, 11, 5, 4, 1, 18, 22 17]</sup> in separate studies showed the significant relationship between service quality, customer loyalty and perceived value. According to the results mentioned above and given that sport is one of the factors crucial to the health, vitality of society and increase productivity so that according to the national sports activities in the developed countries have an important role in economic prosperity. Also, the importance of the role that mobility and physical activity in daily life and health of a community plays important factors to attract people to the sports fields and review important factors in ensuring their participation in these fields by using different values of market research and find the specific interests and needs of the community. Since the creation of customer loyalty in today's business concept is to a key component of organizational success, researchers have been focused it. In addition to the constantly rising customer expectations, organizations are required to go beyond the needs of customers, their expectations and providing their focus from customer satisfaction to loyalty and trust only by establishing long-term, mutual and profitable relationship.

This research provides an appropriate approach toward the concepts of service quality, perceived value and customer loyalty in the sports industry as well as shows the relationship between them in clubs and aerobic fitness to help managers of sports clubs to influence customer loyalty against limited resources and opportunities. Therefore, in this study relationship between service quality and perceived value and customer loyalty and aerobic fitness clubs city of Tabriz are examined to answer the question how perceived value and service quality influence on customer loyalty? Which of the variables of service quality and perceived value can predict customer loyalty? The answer to these questions is considered important because it increases customer loyalty and allow managers to remain in the competition.

### Methodology

Research methodology is descriptive and correlational. Statistical society included all female customers and aerobic fitness clubs city of Tabriz at least 6 months of the exercise in these clubs. According to the latest information from Statistics female customers by calling on the Department of Insurance Office of Youth and Sports in 2014 were 1,500 people. According to Morgan, 383 customers Aerobics and fitness clubs in the city were randomly selected. 3 questionnaires was used to measure the variables.

**Quality of service:** A questionnaire quality of service Liu (2008) <sup>[17]</sup> was used to measure the quality of service that has 22 questions with 5 options based on 5 Likert scale and has the option of completely agree, agree, no opinion, disagree and strongly disagree with the points, respectively, 5, 4, 3, 3, 2, 1. Including tangible dimensions of (1 to 4), reliability (5 to 9), response (10 to 13), ensure (14 to 17), empathy (10 to 22). Reliability coefficient for customer perceptions of service quality variable for was 0.91 and for quality dimensions were respectively 0.69, 0.75, 0.85, 0.82 and 0.80.

**Perceived value:** To measure the perceived value, the researcher made questionnaire was used according to theoretical and empirical grounds. This questionnaire consists of 9 items, 5 options based on 5 Likert scale, with options strongly agree, agree, no opinion, disagree and strongly disagree with the points, respectively, 5, 4, 3, 2, 1. Including emotional dimensions (1 to 2), the tangibility of (3 to 5), social value (6 to 8) and overall value (Question 9). Reliability coefficient for customer perceived value variable is 0.85 with dimensions 0.72, 0.63, 0.64 and 0.77 respectively.

**Customer loyalty:** Monkiuli questionnaire customer loyalty (2001) was used to measure customer loyalty attitudes received by athletes which have 12 questions and 5 option based on a 5 point Likert such as strongly agree, agree, moderate opposition and completely opposed ranking 5, 4, 3, 2, 1. Reliability coefficient of customer loyalty variable was 0.75.

**Research Findings**

Descriptive findings showed that 8% under 20 years, 34.4% in the age group 21 to 30 years, 28.6% in the age group 31 to 40 years, 14.6% in the age group 41 to 50 years, 10.4% in the age group 51 to 60 years and 3.1% in the age group over 60 years. Also 16.9% of the samples have a high school diploma, 22.4% diploma, and 15.9% associate degree, 31.5% BA, 12.2 % MA and 1% are PhD.) Also 15.4% of samples has less than 3 months membership, 34.6% of 3 to 6 months membership, 38.8% of 6 months to 1 year membership and 11.2% of more than 1 year membership. Also, 18% of samples had practiced 1 session per week, 31.5% of 2 sessions per week, 41.9% of the research sample 3 times a week and 8.6% more than 3 times a week.

According to Table, mean quality of services is 3.09 and standard deviation is 0.389, mean of perceived value is 2.94 with standard deviation of 0.467 and customer loyalty with an average of 2.95 and a standard deviation of 0.378.

**Table 1:** The research variables

	Number	Lower limit	Upper limit	Average	Standard deviation
<b>Quality of Services</b>	383	1.73	4.73	3.0954	.38901
<b>Perceived Value</b>	383	1.78	5.00	2.9408	.46732
<b>Customer Loyalty</b>	383	1.75	5.00	2.9574	.37838

\* There is simple relationship between qualities of service, perceived value and customer loyalty in the society under

**Table 3:** quality of service and perceived value predict customer loyalty of society under the study

	Not- standard		Standard	T statistic	Significant level
	Beta	Standard error	Beta		
Constant	.398	.086		4.619	.000
Quality of service	.677	.036	.696	18.607	.000
Perceived value	.158	.030	.195	5.208	.000
ANOVA significant level	0.000	R coefficient	0.838	Comparative R	0.701

**Discussion and Conclusion**

Several research has been done in Iran in relation to quality of services and perceived value. Also, there are a few numbers in relation to customer loyalty. However understanding the role of perceived value and the reason in which customers go back to the clubs can enable club managers to take the necessary strategies. Especially as value is linked to the price and is one

review.

Given the significance level is smaller than the 0.05, so there was significant relationship between variables quality of service, perceived value and customer loyalty. Correlation coefficients indicate Amount of relationship. Amount relationship between service quality and perceived value is 0.663. Amount of relationship between service quality and customer loyalty is 0.825. Amount relationship between perceived value and customer loyalty is 0.656.

**Table 2:** There is simple relationship between perceived value and customer loyalty in the society under review.

		Quality of services	Perceived value	Customer loyalty
Quality of services	Correlation coefficient	1	.663**	.825**
	Significant level		.000	.000
	Number	383	383	383
Perceived value	Correlation coefficient	.663**	1	.656**
	Significant level	.000		.000
	Number	383	383	383
Customer loyalty	Correlation coefficient	.825**	.656**	1
	Significant level	.000	.000	
	Number	383	383	383

\* Quality of service and perceived value predict customer loyalty in the society under the study.

In order to evaluate the hypothesis, simple linear regression analysis was used. As seen in the table below significant level is 0.000 and less than 0.05. This indicates linear relationship between service quality and perceived value and customer loyalty. R-value is equal to 0.701. This indicates that 70% of changes in customer loyalty is done by perceived value and quality of service. Also correlation coefficient value is 0.838 indicates the amount perceived value and service quality play important role to predict customer loyalty as dependent variable. The regression equation can be written as follows:

$$\text{Customer loyalty} = 0.398 + 0.677 \text{ quality of services} + 0.158 \text{ perceived value}$$

Given the positive sign of the coefficients, we can show positive relationship between these two variables. It means, increasing one of them lead to decrease the other one. Given the results, the above assumptions is approved.

of the fundamental components of the marketing. A sports club can attract more customers and to maintain them, when pay attention to quality of service, means provide convenient and clean conditions and physical facilities for customers, understand their problems, responds to their needs with reliable employees and so on. In addition, the services provided should be able to charge the customer pays more

value. This issue could possibly increase the customer loyalty. Therefore this research is about quality of service, perceived value and customer loyalty to explore the relationship between them and also can be useful to understand their needs better and adjust marketing strategies, pricing, promotion and market segmentation.

Research findings showed simple relationship between the perceived value and service quality with customer loyalty in bodybuilding and aerobics club. Means an increasing one cause to increasing the other and vice versa. Results of this research is consistent to results of Shojaei (2012), Mohammadi (2011), Nicholas (2014), Yuan (2013), and Liu (2008)<sup>[9, 22, 17]</sup>. Therefore perceptions of consumers are a good source for the development of services and using developed and modified standards of service quality and perceived value, sports clubs managers will have the opportunity to add to the value of programs and services are evaluated based on customer loyalty. In addition, it can improve the club's capacity to identify the quality of service and value perceived as positive and negative characteristics affecting customer loyalty. In summary we can say understanding the relationship between service qualities, perceived value and customer loyalty are basic principles to survival, recurrence, and retention of customer and thus the profitability of companies and organizations. Research findings showed that the quality of service and its dimensions can predict customer loyalty and this is consistent to results of research Ameri (2012), Sayyed Javadein *et al.* (2009), Saatchian (2010), Huck Lee (2010)<sup>[7, 5, 4, 16]</sup>. This means that if managers on aerobic fitness clubs and sports centers pay particular attention to the quality of the service and its various aspects, including the tangible, reliability, responsiveness, assurance, empathy, attention can increase revenue and customer presence.

In this way, improve service quality for the organization is a positive publicity and advertising to reduce costs. On the other hand, services of sport participants (such as health services in commercial clubs or sports Clubs University is provided) and provides a variety of physical, mental and social benefits. Also according to the needs of different customers often complicated and unpredictable is difficult to understand product and service. So as a result we have such loyal customers. Research findings showed that the perceived value and its dimensions can predict customer loyalty and this is consistent to results of Fazeli Yazd (2011), Choi (2001)<sup>[11]</sup>. In fact, the received benefit is done in comparison with the cost that customers pay to receive the service in clubs are a base for presence and loyalty of customer. So, managers of clubs should know that value creation for clients requires economic, social and emotional aspects. Also, the cost to create value is done through compensation and clubs can obtain better position to other competitors. Considering the above, it seems that the key to attracting and retaining customers is positive attitude to improving service delivery and value creation. To improve service quality, perceived value, customer satisfaction and improving good attitude, they are more likely to re-set services or gym use, and offer it to others. Therefore sports club is the first step required to poll the audience expectations of services and utility of a product is based on perceptions which payments are received and informed. In the next step, functional and technical services designed to exceed customers' expectations is that the order to return the loyalty of customers.

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