

THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN FITNESS CENTERS: SPECIAL REFERENCE TO COLOMBO MUNICIPAL COUNCIL

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The main purpose of this study was to identify the impact on Service Quality (SQ) on Customer Satisfaction (CS) in fitness centers (FC): special reference to Colombo Municipal Council. Based on population density of Colombo (2,324,349). There are different type of FC such as Good, Average, Poor, Very poor. Thirty (n = 30) FC allowed collect required data. Thirty nine Questionnaire was use to gather information. Thereunder (n = 300) customers in FC of the servers' participant to the research. Those FC calorized Good (3), Average (22), Poor (40) Very poor (1). The questionnaire carried out three domain, 'Demographic characteristic', 'SQ characteristic', 'and CS characteristic base. The customers Demographic were categorized under the gender, age, marital status, job, membership, visit, reason base. SQ category by personal environment, physical environment, social environment, supporting environment. CS categorized by social satisfaction, health satisfaction, equipment and physical environment satisfaction, quality of employees' satisfaction. Collected data were analyzed by using descriptive statistics. The result shows male (89%), 25–34 age category (45%), single (68%), employed (76%), 3–4 per week (62%), training bodybuilding (29%), and Enhance performance (23%) were visit to FC. SQ characteristics Good, Average, Poor level category has 'satisfaction'. Very poor level has 'Dissatisfaction' of service quality. CS characteristics Good, Average, Poor level category has 'satisfaction' level very poor level FC has 'dissatisfaction' level. Spearman rho data shows the impact of SQ on CS in fitness centers. CS of SQ dimension has passive relationship. Personal, physical social, supporting service environment and CS (r = 0.548, 0.619, 0.605, 0.579) (p value = 0.000). According to the result the SQ dimension has positive relationship between CS (r = 0.666, p value = 0.000).

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