

## INVESTIGATION OF CUSTOMER SERVICES AND SATISFACTION LEVELS OF GYMS

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### ABSTRACT

This study aims to examine the customer service and satisfaction levels of gyms in TRNC. The research was conducted using the relational survey technique, which is one of the quantitative research methods. While the population of the study consisted of the customers of the gyms in TRNC, a total of 360 customers were included in this study. The Sports Business Customer Satisfaction Scale (SIMMO) developed and accepted by Sevilmış (2015) was used to assess customer satisfaction. The analysis of the data was examined at the reliability level using SPSS 26 program.

According to the results of the research, when the sub-dimensions of the SIMMS were analyzed, it was observed that the quality of sports trainer's dimension received the highest average score in customer satisfaction. On the other hand, the management sub-dimension of the sports center quality dimension received the lowest average score. There was no statistically significant difference between the sub-dimensions of SIMMS according to the gender variable. As a result of one-way variance analysis according to the age variable, no significant difference was found between the groups. As a result of the T-Test conducted according to the marital status variable, no significant difference was found between the groups. Significant differences were found in some dimensions according to the educational status variable. In the management and equipment sub-dimensions of the sports center quality dimension, the quality of the working environment and the commitment sub-dimension of the satisfaction dimension, the scores of high school graduates were higher than those of university graduates. As a result of one-way variance analysis according to the monthly income variable, no significant difference was found between the groups. Significant differences were also not found in the analyzes conducted according to the variables of duration of gym use and purpose of use.

**Key Words:** Gym, Customer Service, Satisfaction.

### 1. INTRODUCTION

#### 1.1. Problem Statement

Gyms are facilities that individuals use to improve their physical health, exercise, lose weight, increase muscle mass and improve their general health. Such facilities provide access to a variety of exercise equipment, free weights, exercise machines, and cardio equipment (Kumbul, 2022). Additionally, gyms offer athletes support from coaches or instructors who specialize in creating personalized training programs. Group classes are another benefit that gyms offer and can include different activities such as yoga, Pilates, dancing and spinning . Health and nutrition counseling services are also commonly available at gyms and can help athletes improve their eating habits. Gyms offer an ideal environment not only for physical activity, but also for those who want to have a social experience. Regular gym visits can provide a number of health benefits, including weight management, increased muscle mass, cardiovascular health improvements and increased overall health and fitness levels. Therefore, gyms are important facilities that contribute to improving physical and mental health for many people (Mansur, 2021).

Gyms are businesses that have a special importance in terms of customer service. Customer service is a critical factor affecting the success of gyms and has a huge impact on customer satisfaction, customer loyalty and the reputation of the business. Gyms often use various strategies to improve the quality of service provided to customers and increase their satisfaction (Memiş, 2002). These include the employment of professional and trained sports trainers, the creation of individual training programs, regular exercise monitoring, maintaining hygiene and cleanliness, providing safe and effective sports equipment, and giving personal attention to customers. Additionally, gyms often conduct surveys or interviews to collect and evaluate customer feedback (Özkan, 2013). This feedback is used to improve service quality and better respond to customer needs. A good customer service strategy helps gyms survive in the competitive market and encourages customers to form long-term relationships. As a result, customer service of gyms is an indispensable part of a successful business and plays a critical role in the sustainability of businesses (Yüksel, 2019).

Gyms are businesses that constantly strive to increase and maintain customer satisfaction. Customer satisfaction is a critical factor affecting the success and sustainability of gyms. To increase customer satisfaction, gyms use a variety of strategies (Shanka and Taylor, 2013). These include the employment of professional and experienced sports trainers, the provision of individual training programs, regular customer follow-up and feedback collection

processes. Gyms also strictly adhere to cleanliness and hygiene standards, provide safe and effective gym equipment, and offer effective communication and personal attention to customers (Pitts and Stotlar, 2002). Tools such as customer feedback surveys, satisfaction scales and comment boxes are used to evaluate customer satisfaction. This feedback provides important data to improve service quality and better respond to customer needs. High customer satisfaction increases customers' loyalty to gyms, attracts new customers with positive references and recommendations, and strengthens the reputation of the business (Nagel et al., 2004). As a result, gyms' customer satisfaction levels are vital to the success and sustainability of businesses.

### 1.2. Purpose and Importance of the Research

The purpose of this study is to examine the customer service and satisfaction levels of gyms. For gyms, customer service and satisfaction are important to the success and sustainability of the business. Satisfied customers remain loyal to the business, maintain long-term memberships, and provide positive testimonials. This contributes to the growth of the business. In addition, competition between gyms is increasing. Businesses that keep customer service and satisfaction levels high gain a competitive advantage over others. Service quality and satisfaction levels can be a big factor when customers choose between businesses that offer similar services. Good customer service and high satisfaction levels strengthen the reputation and brand value of gyms. A positive reputation is important to attract new customers and support the long-term success of the business. Studies examining customer service and satisfaction levels provide customer feedback to businesses. This feedback helps businesses identify their weaknesses and improve their services. As a result, this study, which examines the customer service and satisfaction levels of gyms, not only contributes to the literature, but also has great importance in terms of business success, competitive advantage, reputation, customer feedback and personnel training.

### 1.3. Hypotheses

In this research, answers were sought to the following questions:

1. H<sub>1</sub>: The average scores of factors affecting customer satisfaction differ according to gender.
2. H<sub>1</sub>: The average scores of factors affecting customer satisfaction differ according to age.
3. H<sub>1</sub>: The average scores of factors affecting customer satisfaction differ according to marital status.
4. H<sub>1</sub>: The average scores of the factors affecting customer satisfaction vary according to educational status.
5. H<sub>1</sub>: The average scores of factors affecting customer satisfaction differ according to monthly income.
6. H<sub>1</sub>: The average scores of the factors affecting customer satisfaction vary according to the duration of use.
7. H<sub>1</sub>: The average scores of the factors affecting customer satisfaction vary according to the purposes of use.

### 1.4. Assumptions

It is assumed that research participants give their answers to the survey questions sincerely.

### 1.5. Limitations

Research:

- With research participants,
- With the scale questions used in the research,
- It is limited to gyms in TRNC.

### 1.6. Definitions

**Sport:** is defined as a general term for competitive or non-competitive activities in which physical activities are performed regularly (Başkonuş, 2020).

**Gym:** These are indoor spaces equipped for individuals to perform their physical activities (Okumuş and Duygun, 2008).

**Customer service:** It is an activity in which a business interacts with its customers and includes the support, assistance and information services it offers to customers (Adıgüzel, 2020).

**Satisfaction:** It refers to the state of a person or groups having a generally positive feeling or sense of satisfaction about an experience, service, product, or situation (Ruziyeva, 2018).

## 2. THEORETICAL FRAMEWORK

### 2.1. Service Concept

Service concept, general aspect concrete one of the product production or sale non - people between interactions or one experience providing like in shapes expression made One activity or activity expression it does. Services usually one value offering, needs welcome or solution providing purpose herds. Services, different in sectors and in areas can be offered, for example tourism, health, education, finance, consultancy like A lot different in the

industry services There are service concept, concrete of products on the contrary, usually physically one presence without creating offered, value providing needs welcome or experience offer purpose bearing one activity or activity aspect is defined. Services, people interactions, processes, and experiences over was established and various in sectors can be offered, for example health, education, tourism, finance, consultancy like wide One on the spectrum services (Sarac, 2018).

Your services basis features between concrete absence, variability show, simultaneously presentations, variable to quality owner to be and intangibility so get inability to hold status is found. Services generally directly is consumed now is offered and this for this reason service provider and customer between interaction quickly takes place. Your services presentation, customer satisfaction and experience affecting important One is the factor. Service providers, customers personalized experiences by offering quality standards raising and to needs sensitive one-way service by offering customer their relationships can strengthen and loyalty they can increase. Services, both the customer and the service to the provider opposite use providing one interaction format aspect function sees (Mansur, 2021).

Service concept, customer or to the buyer clear One value offering And Generally physically One of the object production or sale not , but Generally experience , expertise , assistance or solution providing like in shapes expression made One activity or activity aspect is defined . Services Generally people between interactions or one service of the provider to the customer one value offer process Contains. Your services sizes, service of experience different aspects and components expression it does. Your services dimensions of service the quality evaluate, service the design plan and service presentation to manage for is used. Usually SERVQUAL model like various models, services sizes to explain for is used (Adıgüzel , 2020).

## 2.2. Sports Services

Sports services include various services offered to support individuals' physical activities, exercise, play sports and maintain a healthy lifestyle. These services can be offered in gyms, fitness centers, sports clubs, personal training, group exercises, sporting events and more. Sports services aim to improve individuals' health and fitness, reduce stress, increase energy levels, and achieve an overall better quality of life. Sports services can be offered to a variety of age groups and ability levels. In addition to amateur athletes, professional athletes can also benefit from these services. Service providers are often supported by a team of experienced coaches, sports specialists, and physiotherapists. These professionals can create exercise programs that suit individuals' goals, help correct techniques, and provide motivation (Başkonuş , 2020).

Sports services can be tailored to suit individuals' personal goals. Programs can be offered for different goals such as losing weight, gaining muscle, increasing fitness, and improving flexibility. Additionally, group exercises and team sports can also be preferred to increase social interaction. With the advancement of technology, sports services are also offered through digital platforms. Options such as online exercise videos, digital training programs and distance training sessions offer people flexibility and ease of access. In addition to helping individuals improve their physical health, sports services support them in establishing social connections, staying motivated and adopting an active lifestyle. These services aim to make people feel better, increase their energy levels and improve their overall quality of life (Alexandris, et al., 2004)

## 2.3. Concept of Customer Satisfaction

Customer satisfaction concept of businesses to its customers they provide product or services, customers how much by satisfaction disturbing there is expression it does. This concept allows customers your expectations meeting the needs TRUE One way understanding and presented product or services of the quality satisfaction will provide at the level by being it is relevant. Customer satisfaction, businesses for important One is the criterion because pleased customers loyalty create positive references to provide And LONG futures work relationships to establish is expected. Customer satisfaction, businesses to customers offered experience evaluation of the process the result reflects. If one business, customers to your needs suitable product or services by offering them satisfaction if the customer can your satisfaction increases. Customer satisfaction, just of the business financial success not the same in time reputation, brand its value and customer your loyalty effects (Adıgüzel, 2020).

Customer satisfaction is used to evaluate business activities and develop notifications to ensure that customers return. Customer complaints and demands of businesses weak aspects to determine and service the quality to improvements helper it is possible. Same at the time, customer satisfaction to ensure for employee education, quality control and continually improvement like strategies are also used. Customer satisfaction, businesses rivalry advantage gets also contribute to be found. Pleased customers again \_ work don't do that possibility of high which is positive references providing and brand loyalty constituent are customers. Because businesses, customers your satisfaction continually aspect measures, evaluates and improvement to their processes including it does. Customer satisfaction concept of businesses to customers provided by your experience satisfaction disturbing is is not expression it does. Good One customer satisfaction strategy, businesses rivalry advantage get customers, loyalty to create And LONG futures your achievements to continue helper happens (Eruzun, 2017).

### 3. METHOD

#### 3.1. Research Method

This study is conducted using the relational screening technique, which is one of the quantitative research methods. Relational survey technique (or Relational Research Technique) is a quantitative research method used to examine the relationship between two or more specific variables in a study. This method is used to understand and identify relationships between two or more variables. The relational screening technique aims to analyze the relationships between variables using existing data. Researchers generally work with this method to test hypotheses, examine correlations between variables, or determine cause-effect relationships (Karasar, 2008).

#### 3.2. Population and Sample

The population of the research consists of gym customers in TRNC. The sample of the study was determined by the purposeful sampling method in accordance with the purpose of the research. A purposive sample is a sample specifically selected for a research study or survey and created for a specific purpose or objective. Researchers use this type of sampling when they want to examine or investigate a specific subgroup or feature of their study. Purposive samples are designed to focus on a specific problem or questions rather than generalizing or representing all characteristics of the population (Karasar, 2008). Based on this information, 360 customers using gyms were included in the study.

#### 3.3. Data Collection Tools

In the research, data are collected through scale; it was collected via Google forms. Scale forms were distributed on 10.07.2023 and completed on 20.07.2023. Of the 400 forms submitted for the study, 370 were converted. 10 forms were not included in the study due to incomplete questions.

A personal information form was also used to obtain personal information about the sports facility members participating in the research, such as gender, age, marital status, education level, income status, membership history and purpose of participation.

In this research, the Sports Businesses Customer Satisfaction Scale (SIMMO), developed and accepted by Sevulmuş (2015), was used to evaluate customer satisfaction. This scale consists of 5 sub-dimensions in total: sports center quality, quality of the working environment, quality of sports instructors and general satisfaction. SIMMS includes 55 items and allows a comprehensive evaluation of the service quality and customer satisfaction of sports facilities through these items. One of the reasons why this scale is preferred is that it has strong features related to quality and satisfaction. In addition, it has been seen that SIMMS has been tested and accepted through validity and reliability studies conducted in Turkey. In the reliability study, internal consistency coefficients (Cronbach's It was determined that the alpha) values were 64 for the program sub-dimension, 68 for the services sub-dimension, 72 for the management sub-dimension and 85 for the hardware sub-dimension, and this value was 92 for the entire scale.

**Table 1.** Reliability analysis of the scale

	Cronbach's Alpha	Article
Satisfaction Scale	.834	55

This research, Cronbach's Alpha value of the satisfaction scale consisting of 55 items was determined as .834. This shows that the scale is reliable in the study.

#### 3.4. Analysis of Data

SPSS 26 program was used to analyze the data collected in the study and was examined at the reliability level. T-Test and ANOVA tests were used to examine whether the scale scores differ according to socio -demographic characteristics.

### 4. FINDINGS

#### 4.1. Demographic features

Demographic variables of the participants are given in Table 2.

**Table 2.** Demographic Characteristics of Customers

		N	%
Gender	Male	237	65.8
	Woman	123	34.2
Age	20-25 years old	58	16.1
	26-30 years old	116	32.2
	31-40 years old	117	32.5
	41-50 years old	23	6.4
	51 and over	46	12.8
marital status	Married	276	76.7
	Single	84	23.3
Educational background	High school	119	33.1
	University	164	45.6
	postgraduate	77	21.4
monthly income	Low	50	13.9
	Middle	124	34.4
	High	186	51.7
	Total	360	100.0

When Table 2 is examined, it is seen that 65.8% of the customers are male and 34.2% are female. 32.5% of the customers are 31-40 years old; 32.2% are 26-30 years old; 16.1% are 20-25 years old; it is seen that 12.8% of them are 51 and over. 76.7% of customers are married and 45.6% are university graduates. Additionally, 51.7% of customers have high income; 34.4% have medium income and 13.9% have low income.

**Table 3.** Distribution of Customers According to Duration of Joining the Sports Center and Purpose of Use

		N	%
Duration of participation in Sports Center programs	0 - 6 months	91	25.3
	7-12 months	79	21.9
	13-24 months	22	6.1
	25-36 months	78	21.7
	more than 36 months	90	25.0
Purpose of joining the Sports Center	stay healthy stay fit	53	14.7
	get stronger	54	15.0
	Weight Control	27	7.5
	Gain Social Environment	31	8.6
	Looking beautiful and delicate	60	9.7
	Body building	48	13.3
	Relax	35	16.7
make use of free time	52	14.4	
	Total	360	100.0

When Table 3 is examined, 25.3% of customers have 0-6 months; It was observed that 25% of them had been going to the sports center for more than 36 months, 21.9% for 7-12 months, 21.7% for 25-36 months and 6.1% for 13-24 months. In addition, 16.7% of customers use it to relax; It was determined that 15% went to the sports center to get stronger, 14.7% to stay healthy and fit, and 13.3% to improve their body.

#### 4.2. Findings on Sports Businesses Customer Satisfaction Scale Subscale Average Scores

Table 4 shows the sports businesses customer satisfaction scale subscale mean scores.

**Table 4.** Sports Businesses Customer Satisfaction Scale Subscale Average Score Values

Subscale/Dimension Name	Min.	Max .	$\bar{X}$	Ss .
<b>Development</b>	31.00	66.00	55.71	5,847
<b>Sports Center Quality</b>				
Program	9.00	28.00	21.97	3,050
Management	11.00	27.00	21.40	2,814
Services	13.00	28.00	22.57	2,484
Equipment	25.00	53.00	43.97	4,598
<b>Quality of the Working Environment</b>	5.00	35.00	28.17	4,258
<b>Qualification of Sports Trainers</b>	35.00	77.00	62.16	9,252
<b>Satisfaction</b>				
Request to Leave	9.00	28.00	21.97	3,050
Loyalty	17.00	34.00	27.70	2,928

When Table 4 is examined, it is seen that the highest average among the sports businesses customer satisfaction scale subscale dimensions is the qualification of sports trainers ( $\bar{X} = 62.16$ ; Sd . 9.252); It is seen that the lowest average is in the management sub-dimension of the sports center quality dimension ( $\bar{X} = 21.40$ ; Sd . 2.814). These results show the differences between the factors affecting customer satisfaction in terms of service quality of sports center management and sports trainers. While customers are more satisfied with the quality of sports instructors, satisfaction with the quality of sports center management appears to be lower.

#### 4.3. Findings on Average Scores of Customer Demographic Characteristics and Factors Affecting Customer Satisfaction

Table 5 shows the results of the analysis in which the hypothesis "H<sub>1</sub>: The average scores of factors affecting customer satisfaction differ according to gender" is tested.

**Table 5.** T-Test Results Showing the Comparison of Average Scores of Factors Affecting Customer Satisfaction by Gender

Subscale/Dimension Name	Gender	N	$\bar{X}$	Ss .	f	p.
<b>Development</b>	Male	237	55.74	5,95	0.012	0.915
	Woman	123	55.67	5,664		
<b>Sports Center Quality</b>						
Program	Male	237	21.98	3,062	0.022	0.883
	Woman	123	21.94	3,038		
Management	Male	237	21.37	2,795	0.001	0.974
	Woman	123	21.46	2,860		
Services	Male	237	22.64	2,490	0.011	0.915
	Woman	123	22.43	2,476		
Equipment	Male	237	44.02	4,594	0.035	0.851
	Woman	123	43.87	4,622		
<b>Quality of the Working Environment</b>						
	Male	237	28.02	4,196	0.228	0.633
	Woman	123	28.45	4,380		
<b>Qualification of Sports Trainers</b>						
	Male	237	61.78	9,317	0.048	0.827
	Woman	123	62.87	9,122		
<b>Satisfaction</b>						
Request to Leave	Male	237	21.98	3,062	0.022	0.633
	Woman	123	21.94	3,038		
Loyalty	Male	237	27.70	2,897	0.033	0.856
	Woman	123	27.70	2,999		

p>0.05



SIMMÖ "development, sports center quality, quality of the working environment, **As a result of the T-Test conducted to determine** whether the "sports instructors quality and satisfaction " subscale scores showed a significant difference according to the gender variable, the difference between the arithmetic means of the groups was not found to be statistically significant ( $p > 0.05$ ). In this case,  $H_1$  was rejected.

Table 6 shows the results of the analysis in which the hypothesis " $H_2$ : The average scores of the factors affecting customer satisfaction differ according to age" is tested.

**Table 6. One-Way Analysis of Variance (ANOVA) Test Results Showing the Comparison of the Average Scores of Factors Affecting Customer Satisfaction by Age Groups**

		N	$\bar{X}$	Ss .	f	p.
<b>Development</b>	20-25 years old	58	54.91	5,027	0.451	0.771
	26-30 years old	116	55.71	6,038		
	31-40 years old	117	56.17	6,000		
	41-50 years old	23	55,56	5,998		
	51 and over	46	55.67	5,981		
<b>Sports Center Quality</b>						
Program	20-25 years old	58	21.93	2,661	0.219	0.927
	26-30 years old	116	22.06	3,438		
	31-40 years old	117	21.90	2,909		
	41-50 years old	23	21.52	2,212		
	51 and over	46	22.17	3,261		
Management	20-25 years old	58	21,20	2,627	0.318	0.865
	26-30 years old	116	21.34	3,081		
	31-40 years old	117	21.42	2,701		
	41-50 years old	23	21.34	2,366		
	51 and over	46	21.80	2,895		
Services	20-25 years old	58	22.32	2,312	0.399	0.808
	26-30 years old	116	22.71	2,730		
	31-40 years old	117	22.63	2,416		
	41-50 years old	23	22.17	1,969		
	51 and over	46	22.58	2,499		
Equipment	20-25 years old	58	43.72	3,981	0.242	0.914
	26-30 years old	116	43.92	5,253		
	31-40 years old	117	43.99	4,229		
	41-50 years old	23	43.69	3,611		
	51 and over	46	44.54	5,009		
<b>Quality of the Working Environment</b>	20-25 years old	58	28.31	3,775	0.477	0.752

	26-30 years old	116	28.07	4,778		
	31-40 years old	117	27.92	4,015		
	41-50 years old	23	28.08	3,088		
	51 and over	46	28.91	4,613		
<b>Qualification of Sports Trainers</b>	20-25 years old	58	61.8793	9,367		
	26-30 years old	116	62.8879	8,967		
	31-40 years old	117	61.1624	9,738	0.631	0.64
	41-50 years old	23	62.9130	9,085		
	51 and over	46	62.8478	8,758		
<b>Satisfaction</b>						
Request to Leave	20-25 years old	58	21.93	2,661		
	26-30 years old	116	22.06	3,438		
	31-40 years old	117	21.90	2,909	0.219	0.927
	41-50 years old	23	21.52	2,212		
	51 and over	46	22.17	3,261		
Loyalty	20-25 years old	58	27.46	2,823		
	26-30 years old	116	27.58	3,216		
	31-40 years old	117	27.77	2,754	0.379	0.823
	41-50 years old	23	27.73	2,320		
	51 and over	46	28,10	3,063		

**p>0.05**

SIMMÖ "development, sports center quality, quality of the working environment, **One-way analysis** of variance (ANOVA) was conducted to determine whether the "sports instructors quality and satisfaction " subscale scores showed a significant difference according to the age variable. As a result, the difference between the arithmetic means of the groups was not found to be statistically significant ( $p>0.05$ ). In this case,  $H_2$  was rejected.

Table 7 shows the results of the analysis in which the hypothesis " $H_3$  : The average scores of factors affecting customer satisfaction differ according to marital status" is tested.

**Table 7.** T-Test Results Showing the Comparison of the Average Scores of Factors Affecting Customer Satisfaction According to Marital Status

		N	$\bar{X}$	ss	f	p.
<b>Development</b>	Married	276	55.59	5,891	0.124	0.725
	Single	84	56.13	5,713		
<b>Sports Center Quality</b>						
Program	Married	276	21.99	3,012	0.038	0.846
	Single	84	21.89	3,188		
Management	Married	276	21.46	2,803	0.402	0.526
	Single	84	21,22	2,859		
Services	Married	276	22.56	2,426	1,427	0.233
	Single	84	22.60	2,679		



Equipment	Married	276	44.01	4,565	0.419	0.518
	Single	84	43.81	4,729		
Quality of the Working Environment	Married	276	28.31	4,044	1,907	0.168
	Single	84	27.70	4,895		
Qualification of Sports Trainers	Married	276	62.13	9,288	0.001	0.969
	Single	84	62.25	9,188		
<b>Satisfaction</b>						
Request to Leave	Married	276	21.99	3,012	0.038	0.846
	Single	84	21.89	3,188		
Loyalty	Married	276	27.74	2,910	0.416	0.519
	Single	84	27.57	2,999		

**p>0.05**

SIMMÖ "development, sports center quality, quality of the working environment, as a result of the T-Test conducted to determine whether the "sports instructors qualification and satisfaction " subscale scores showed a significant difference according to the marital status variable, the difference between the arithmetic means of the groups was not found to be statistically significant ( $p>0.05$ ). In this case,  $H_3$  is rejected.

Shows the analysis results testing the hypothesis " $H_4$ : The average scores of the factors affecting customer satisfaction vary according to educational status".

**Table 8.** One-Way Analysis of Variance (ANOVA) and Tukey Test Results Showing the Comparison of the Average Scores of Factors Affecting Customer Satisfaction According to Educational Status

		N	$\bar{X}$	ss	F	p.	Difference
development __	High school	119	55.91	5,738	0.100	0.905	
	University	164	55.62	6,093			
	postgraduate	77	55.62	5,537			
<b>Sports Center Quality</b>							
program _	High school	119	22.37	2,807	2,103	0.124	
	University	164	21.90	3,281			
	postgraduate	77	21.48	2,845			
Management	High school	119	21.94	3,020	3,766	<b>0.024</b>	High School>University
	University	164	21.01	2,781			
	postgraduate	77	21.41	2,424			
Services	High school	119	22.73	2,272	0.713	0.491	
	University	164	22.59	2,703			
	postgraduate	77	22,29	2,311			
Equipment	High school	119	44.88	4,208	3,495	<b>0.031</b>	High School>University
	University	164	43.55	4,962			
	postgraduate	77	43,48	4,197			
Quality of the Working Environment	High school	119	29.05	4,065	4,029	<b>0.019</b>	High School>University
	University	164	27.64	4,637			
	postgraduate	77	27.92	3,463			
Qualification of Sports Trainers	High school	119	62.74	8,990	0.492	0.612	
	University	164	61.65	9,556			
	postgraduate	77	62.32	9,051			
<b>Satisfaction</b>							
Request to Leave	High school	119	22.37	2,807	2,103	0.124	

	University	164	21.90	3,281		
	postgraduate	77	21.48	2,845		
	High school	119	28,27	3,080		
Loyalty	University	164	27,29	2,968	3,914	<b>0.021</b> High School>University
	postgraduate	77	27.68	2,450		

**p<0.05**

SIMMÖ "development, sports center quality, quality of the working environment, **One-way analysis** of variance (ANOVA) was conducted to determine whether the "sports instructors quality and satisfaction " subscale scores showed a significant difference according to the educational status variable. As a result, it was seen that the difference between the arithmetic means of the groups was statistically significant in some dimensions ( $p < 0.05$ ). Accordingly, in the management and equipment sub-dimensions of the sports center quality dimension; In the commitment sub-dimension of the quality of the working environment and satisfaction dimension, the scores of participants who were high school graduates were found to be higher than those of participants who were university graduates. In this case,  $H_4$  is partially accepted.

**4. CONCLUSION AND RECOMMENDATIONS**

The results of this study, which examined the customer service and satisfaction levels of gyms, are summarized below:

According to the research results, when the sub-dimensions of the Sports Enterprises Customer Satisfaction Scale (SIMMÖ) were examined, it was observed that the quality of sports trainers' dimension received the highest average score in customer satisfaction ( $\bar{X} = 62.16$ ; Sd. 9.252). On the other hand, the management sub-dimension of the sports center quality dimension received the lowest average score ( $\bar{X} = 21.40$ ; Sd. 2.814). These results show that the service quality of sports center management and sports trainers affects customer satisfaction in different ways.

No statistically significant difference was found between the SIMMS subscales according to gender variable. As a result of the one-way analysis of variance performed according to the age variable, no significant difference was detected between the groups. As a result of the T-Test conducted according to the marital status variable, no significant difference was determined between the groups.

Significant differences were detected in some dimensions according to the educational status variable. The scores of participants who were high school graduates were found to be higher than participants who were university graduates in the management and equipment sub-dimensions of the sports center quality dimension, the quality of the working environment and the commitment sub-dimension of the satisfaction dimension. As a result of the one-way analysis of variance conducted according to the monthly income variable, no significant difference was detected between the groups. No significant differences were determined in the analyzes made according to the variables of duration of use and purpose of use.

These results show that there are generally no significant differences in customers' satisfaction levels in the SIMMS sub-dimensions depending on gender, age, marital status, education level, monthly income, duration of use and purpose of use.

Based on the research results, the following recommendations were made:

- **Improvement Efforts for Sports Business Management:** It has been observed that sports center management leads to lower satisfaction scores in the sports center quality dimension. Management should adopt a careful and attentive approach to improving the physical conditions and service quality of the facility.
- **Investment in Personnel Qualifications:** The quality of sports trainers' dimension has the highest average score in customer satisfaction. Therefore, sports centers should invest in increasing and maintaining the training and skills of sports instructors. It is important that instructors constantly have up-to-date knowledge and skills.
- **Customer Education and Information:** Providing customers with more information about fitness center services, expectations, and the operation of the facility can increase customer satisfaction. This can be a practice that can be carried out regularly by sports center staff.
- **Customer Diversity Should Be Considered:** Although education level, age and other demographic factors do not seem to be important in affecting customer satisfaction, these factors can lead to significant differences in some sub-dimensions. Therefore, sports centers should make customer segmentation and service delivery taking these differences into consideration.
- **More Research and Feedback:** More research and feedback should be collected to understand and improve customers' satisfaction levels. Customer expectations and needs should be evaluated regularly, and development plans should be created based on this feedback.

- Training and Development Programs: Training and development programs should be created for sports center staff and managers. These programs can increase customer satisfaction by improving service quality.
- Better Communication: There should be better communication with customers. Customers should be informed regularly about on-site developments, events and changes.

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