

A STUDY ON THE RELATIONSHIPS AMONG SERVICE QUALITY, SATISFACTION AND BEHAVIORAL INTENTIONS IN PRIVATE HEALTH AND FITNESS CENTERS IN GREECE

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Results and Conclusions

Descriptive statistics for all study variables can be found in Table 1.

The model presented in Figure 1 was tested using the EQS 6.1 software (Bentler, 1995). Due to the multivariate normality of the data, the Maximum Likelihood estimation method was used. The overall fit indexes were: $\chi^2=574.15$, $df=180$, $p<.001$, $NNFI=.90$, $CFI=.92$, $SRMR=.06$, $RMSEA=.08$. Overall a 65% of the behavioral intentions variance was explained by the three service quality dimensions and satisfaction. All paths reached statistical significance. An exception was the direct path from interaction quality to customer satisfaction.

The results supported our hypothesized model in which customer satisfaction mediated the relationship between service quality and behavioral intentions. The results also add to our theoretical understanding regarding the relationships among three important sport marketing constructs. By managing effectively all customers' interactions with the sport facility, the firm's personell, and the outcome of the service delivery, managers of health and fitness centers could positively influence the satisfaction and the future behavior of their customers.

Abstract

Introduction

It is broadly accepted that service quality and customer satisfaction influences customer s behavioral intentions. In addition, research findings indicate that customer satisfaction mediates the relationship between service quality and customers behavioral intentions (Gotlieb, Grewal & Brown, 1994; Tsuji, Bennet & Zhang, 2007). In this study, we adopt the multidimensional - multilevel conceptualization of service quality as presented by Brady and Cronin (2001).

Objectives

The purpose of this study was to examine the relationships among service quality, customer satisfaction and behavioral intentions. More specifically we hypothesized that satisfaction will mediate the relationship between three service quality dimensions (physical environment, interaction, and outcome) and customers' behavioral intentions in the context of health and fitness centers.

Methods

Three hundred and thirty two (N=332) members (62% males and 38% females) of four Greek private health and fitness centers, located in a medium-sized city, participated in the study. A 7-point Likert type scale, ranging from 1 (very strongly disagree) to 7 (very strongly agree), was used for each attribute of service quality (13 items). Satisfaction was measured using 4 items adopted from Brady, Voorhes, Cronin & Bourdeau (2006). Using a 7-point Likert type scale ranging from 1 (not at all likely) to 7 (extremely likely), participants were asked to answer four items related to their behavioral intentions (Zeithaml, Berry, and Parasuraman, 1996).

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