

**The relationship between satisfaction components and service quality with the intention of customers' future presence in private and government pools
(A Case Study in Sport Pools of Guilan Province)**

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Abstract

Objective: The satisfaction is the result of the service quality and has a direct effect on a customer's future perceptions and the improvement of service quality will increase a customer's satisfaction and retention. The purpose of this study was to examine the rate of satisfaction and service quality with the intention of customers' future presence in private and government pools of Guilan province.

Methods: According to the topic and objectives of this study, the method was descriptive-survey. The statistical population of this study was customers who referred to all private and government pools in Guilan province. The validity of the questionnaires was obtained through the content validity method and the internal reliability with Cronbach's alpha method for service quality questionnaires (0.812), satisfaction (0.798), and the intention of future presence (0.802). The collected data were classified by descriptive statistical methods and were analyzed by K-S Statistical methods, Pearson correlation coefficient, and independent t-test.

Results: The results showed that there was a significant and positive relationship between service quality in government pools and customers' satisfaction ($P \geq 0.05$), service quality in private pools and customers' satisfaction ($P \leq 0.05$), dimensions of service quality in private pools and customers' satisfaction ($P \leq 0.05$), service quality in private pools of Guilan province and the intention of customers' future presence ($P \leq 0.05$), service quality in government pools of Guilan province and the intention of customers' future presence ($P \geq 0.05$), and customers' satisfaction in private and government pools of Guilan province and the intention of their future presence ($P \leq 0.05$).

Conclusions: The understanding of the pool customers' needs and requests through appropriate communication with them for the realization of their demands, and the precision and spend enough time in the responsiveness and the attention to customers' views, demands, and complaints in the pool are considered as the most important reasons to increase citizens' participation in physical activities.

Keywords: Service quality, future, pools, satisfaction, Guilan

A relação entre os componentes da satisfação e a qualidade do serviço com a intenção da presença futura dos clientes em piscinas privadas e governamentais: um estudo de caso em piscinas esportivas da província de Guilan

Resumo

Objetivo: A satisfação é o resultado da qualidade do serviço e tem um efeito direto sobre as percepções futuras de um cliente e a melhoria da qualidade do serviço aumentará a satisfação e a retenção de um cliente. O objetivo deste estudo foi examinar a taxa de satisfação e qualidade do serviço com a intenção de presença futura dos clientes em piscinas privadas e governamentais da província de Guilan.

Métodos: De acordo com o tema e os objetivos deste estudo, o método foi uma pesquisa descritiva. A população estatística deste estudo foi clientes que se referiam a todas as piscinas privadas e governamentais na província de Guilan. A validade

dos questionários foi obtida através do método de validade do conteúdo e da confiabilidade interna com o método Alfa de Cronbach para questionários de qualidade de serviço (0.812), satisfação (0.798) e intenção de presença futura (0.802). Os dados coletados foram classificados por métodos estatísticos descritivos e foram analisados por métodos estatísticos K-S, coeficiente de correlação de Pearson e teste t independente.

Resultados: Os resultados mostraram que houve uma relação significativa e positiva entre a qualidade do serviço nas piscinas do governo e a satisfação dos clientes ($P \geq 0,05$), a qualidade do serviço em piscinas privadas e a satisfação dos clientes ($P \leq 0,05$), as dimensões da qualidade do serviço em piscinas privadas e satisfação dos clientes ($P \leq 0,05$), qualidade do serviço em piscinas privadas da província de Guilan e a intenção de presença futura dos clientes ($P \leq 0,05$), qualidade do serviço nas piscinas governamentais da província de Guilan e intenção de presença futura dos clientes ($P \geq 0,05$), e a satisfação dos clientes em piscinas privadas e governamentais da província de Guilan e a intenção de sua presença futura ($P \leq 0,05$).

Conclusões: A compreensão das necessidades e pedidos dos clientes das piscinas através de uma comunicação adequada com eles para a realização de suas demandas e a precisão e tempo gasto na capacidade de resposta e atenção aos pontos de vista, demandas e reclamações dos clientes das piscinas, são considerados os motivos mais importantes para aumentar a participação dos cidadãos nas atividades físicas.

Palavras-chave: Qualidade do serviço, futuro, piscinas, satisfação, Guilan

La relación entre los componentes de satisfacción y la calidad del servicio con la intención de la futura presencia de los clientes en grupos privados y gubernamentales: un estudio de caso en piscinas deportivas de la provincia de Guilan

Resumen

Objetivo: la satisfacción es el resultado de la calidad del servicio y tiene un efecto directo sobre las percepciones futuras del cliente y la mejora de la calidad del servicio aumentará la satisfacción y retención del cliente. El propósito de este estudio fue examinar la tasa de satisfacción y la calidad del servicio con la intención de la futura presencia de los clientes en piscinas privados y gubernamentales de la provincia de Guilan.

Métodos: de acuerdo con el tema y los objetivos de este estudio, el método fue descriptivo-encuesta. La población estadística de este estudio fue clientes que se refirieron a todas las piscinas privadas y gubernamentales en la provincia de Guilan. La validez de los cuestionarios se obtuvo mediante el método de validez de contenido y la confiabilidad interna con el método Alfa de Cronbach para cuestionarios de calidad de servicio (0.812), satisfacción (0.798) y la intención de

presencia futura (0.802). Los datos recopilados se clasificaron por métodos estadísticos descriptivos y se analizaron mediante métodos estadísticos K-S, coeficiente de correlación de Pearson y prueba t independiente.

Resultados: los resultados mostraron una relación significativa y positiva entre la calidad del servicio en grupos gubernamentales y la satisfacción de los clientes ($P \geq 0.05$), la calidad del servicio en piscinas privadas y la satisfacción de los clientes ($P \leq 0.05$), las dimensiones de la calidad del servicio en piscinas privadas y satisfacción de los clientes ($P \leq 0.05$), calidad del servicio en piscinas privadas de la provincia de Guilan y la intención de la presencia futura de los clientes ($P \leq 0.05$), calidad del servicio en piscinas gubernamentales de la provincia de Guilan y la intención de presencia futura de los clientes ($P \geq 0.05$), y la satisfacción de los clientes en grupos privados y gubernamentales de la provincia de Guilan y la intención de su presencia futura ($P \leq 0.05$).

Conclusiones: la comprensión de las necesidades y solicitudes de los clientes del grupo a través de la comunicación adecuada con ellos para la realización de sus demandas y la precisión y el tiempo suficiente en la capacidad de respuesta y la atención a las opiniones, demandas y quejas de los clientes en el grupo consideradas como las razones más importantes para aumentar la participación de los ciudadanos en actividades físicas.

Palabras clave: calidad del servicio, futuro, piscinas, satisfacción, Guilan

1 Introduction

Exercise and physical activity in different types and forms, for the food preparation and the enjoyment of life, fitness, sport for all, and the championship sport are a part of individuals' life. Today, indoor exercise and sports in pools are very important due to spatial constraints. It can be said that swimming sport is more enjoyable and it has a stronger position among different classes of a society, especially young people.

The citizens' dissatisfaction from provided services by public organizations has increased in recent years. There is a little possibility that they will accept the poor quality (Caruana, Money, & Berthon, 2000). On the other hand, customers' awareness level of the service quality from other organizations has increased and they do not accept any service like the past with the increase of the number of competitors. Hence, the most appropriate strategy for organizations is to have an approach to improve the service quality in such a competitive situation (Aldlaigan & Buttle, 2002).

An increase of the survey in the service quality in the 1980s and 1990s shows its improvement can lead to the improvement of the organization performance and competition, so it is one of the most important headlines in the field of service management and marketing (Robinson, 2006). Studies has shown that service quality is not only the most important factor for a customer's satisfaction, but it is the main criterion for the measurement of the competition of an organization with others. Satisfaction is the result of the service quality and has a direct effect on a customer's future perceptions (Lo & Wang, 2002) and the improvement of the service quality increases a customer's satisfaction and retention (Osman, Cole, & Vessel, 2006).

Services are widely expanded and no business can survive without services. Therefore, managers of government and private pools need to focus on the customer's needs, ideas, and complaints in the connection with service for the customers' retention and to provide better services. The evaluation of problems and customers' opinions, the awareness of customers' satisfaction level, and a high and speed service quality can help a lot managers for the customers' retention. The providers of sport services increasingly emphasize on the service quality and the efficient use for profit through exercise and fitness centers in many countries in the last decade (Eisingerich & Bell, 2007). Now, the provision of services in sports is more focused on customers. Hence, this not only involves the quality in stages, but also includes customers' awareness about the product (Romo, Chinchilla, Minguet, & Freire, 2010).

The service providers examine critical events and their effect on customer's behavior due to the high competition in the current situation (Robledo, 2001). Managers in service units often use the criteria and indicators of service quality and customer's satisfaction to measure customers' needs. Hence, the service quality and a customer's satisfaction have attracted marketers and academic researchers' attention. The experts believe that the improvement of service quality is one of the ways to increase the effectiveness of the organization.

The focus on the customer's needs means the attention to the quality of the product and the provision of services to customers and any organization that tries to be client-oriented should be familiar with this concept (Asgharpour, 2003). In today's business, the customers' retention is one of the biggest challenges in the private and government organizations. The increase of competition for customers has caused

that organizations provide the additional value for customers to distinguish themselves from their competitors. We see extensive efforts in the improvement of the instrument of quality management and the development of customer's attitudes by researchers, experts, and managers of business organizations due to the high competition in various industries.

The customer's satisfaction and loyalty can be considered as one of the most important factors in the determination of the success of organizations in its profitability and survival that is achieved by re-attendance of customers in the future that all are the result of the service quality (Osman, Cole, & Vessel, 2006). Nowadays, many private and government companies compete in the product quality and customer's service, so organizations that cannot meet their customers' expectations will be automatically eliminated from the competition. The managers of private and government sports places should be able to provide products and service with a high quality to maintain a high level of the customer's satisfaction.

However, studies have shown that only 39% of executive managers in companies believe that their employees are the right instrument to solve customer's problems. The service quality is the judgment about the general superiority of the service or the nature of the service, while satisfaction is the customer's judgment about the effects of the service (Schneider & White, 2005). When customers receive services from you, they give you profits and they are actually a source of profit. Therefore, the pool manager needs to attract more customers and the customer's retention is more important than the customer's acquisition, because the cost of a customer's acquisition is several times the cost of customer's retention.

Nevertheless, the understanding of the athlete customers' attitudes and expectations can create superiority. It should be noted that the service quality plays the most fundamental role in customers' satisfaction or dissatisfaction. Hence, organizations always seek to ensure their customers' satisfaction where customers' satisfaction is a prerequisite for the survival of the organization, the build of organization on customers and the attention to them is a desirable structure. The achieving of the main goal of marketing activity (satisfaction) and the communication factor between the various stages of consumer's buying behavior are the effective factors on the success of advanced service organizations. The customers' satisfaction is their feelings or attitudes about a product or service before (expectations) and after its use (experiences). If a service is very interesting in a

supplier's idea, but it cannot meet a customer's needs, this service is not considered to be prominent (Liao, 2003). Today, the intention of the customer's future presence is one of the most important issues in sport (Pedragosa & Correia, 2009).

The intention of the future presence is the re-request of a product and the advice to other people for its use. It should be noted that customers' high satisfaction and the high quality of perceived service lead to their revisit in the future (Spreng, Shi, & Page, 2009). Therefore, the understanding of service quality is the most effective predictor on a customer's satisfaction and the future order (Choi, 2001). If sports organizations have a good understanding of the effective factors on a customer's satisfaction, those will use better from positive outcomes of satisfied customers' base, because the meeting customers' expectations about the feature of service quality leads to their higher satisfaction and makes them stay loyal to the service and even offer it to other customers (Seyed Javadin, et al., 2011).

The main goal of private and government pools is to provide public health and profitability (Almasi, Razavi, & Amirnejad 2016). Thus, managers of sport places work hard to attract customers and increase the service quality for their customers' satisfaction. In addition, the privatization is associated with competition, private pools compete with other pools in order to attract customers and profitability and this competition will increase the service quality in these pools and customer's satisfaction (Alidoost, et al., 2009). A customer's satisfaction is a key factor in the formation of the desire of customers' future shopping and satisfied customers speak to others about their good experience.

Service quality is an important issue in the marketing literature, because the understanding of service quality is related to the customer's satisfaction and retention (loyalty) (Alexandris, et al., 2004). Research evidence shows that there is a significant relationship between customer's satisfaction and future purchase (Choi, 2001). Fasanghari, (2015) studied the design and explaining of the linear equation of service quality dimensions and customers' satisfaction in swimming pools.

The results of their study showed that there was a direct and significant relationship between service quality and customers' satisfaction. Almasi, Razavi e Amirnejad (2016) surveyed the customer's satisfaction and customer-orientation in private and government sport places of Guilan province. The results of his study showed that there was a significant relationship between customer-orientation and

customer's satisfaction. Amirtash, Maleki e Afsharian (2016) designed a relationship marketing model and customer's loyalty in government pools of Tehran. They observed that there was a relatively strong positive relationship between relationship marketing and the customer's loyalty in government pools of Tehran. Barshan (2016) examined the effect of satisfaction on attitudinal loyalty and customers' willingness for the presence in the pools of Alborz province. They observed that there was a significant relationship between satisfaction and attitudinal loyalty and the relationship between attitudinal loyalty and the willingness of presence was significant. Torkfar (2017) examined the causal relationship between service and perceived value with customers' satisfaction in private indoor pools of Shiraz.

The results of their study showed that there was a significant relationship between service and perceived value with customers' satisfaction. Also, there was a significant relationship between service quality components and customers' satisfaction (Torkfar, 2017). Jun Lim (2006) stated that service quality had a direct effect on customer's satisfaction, as well as levels of customer's satisfaction had a direct effect on loyalty and high levels of loyalty had a direct effect on the customer's future intention for the purchase. Olorunniwo, Maxwell, & Godwin (2006) evaluated service quality, customer satisfaction, and behavioral intentions in America using the dimensions of service quality assessment. They considered service quality as a basis for satisfaction.

Pollack (2008) examined the relationship between service quality, the customer's satisfaction, and loyalty in the United States. They stated that a high level of service quality led to a high levels of satisfaction. Ladhari (2009) evaluated service quality, satisfaction, and behavioral intentions in Canada. He stated that service quality had a direct and indirect effect on satisfaction. Pedragosa and Correia (2009) discussed customer satisfaction from three perspective: expectations, equipment, and customer loyalty. They studied 463 customers' opinions in fitness and health pools of Lisbon Portugal. They concluded that satisfaction was very important in the determination of the level of customer's loyalty to pools Pedragosa and Correia (2009). Juga, Juntunen, Grant et al., (2010) evaluated service quality and its relation with satisfaction and loyalty in Finland. They stated that service quality led to customers' satisfaction and their loyalty.

There are several factors that customers leave the pool such as fatigue or overtraining, long distance, injury, poverty, reduced income, reduced leisure time,

and other factors that will cause the athlete to leave the pool or go to another pool. This study hypothesizes that service quality and satisfaction will be effective as the most important factor in an individual's future presence in the pool and will surveyed it in Guilan province. Therefore, the important issue that the study seeks to examine is in the field of service marketing and topics related to the consumer or customer's behavior. Since private pools are that one of sports places that provides service for customers in Guilan province and various private and government pools in different parts of the province are active, so it seems that a better understanding of service quality dimensions will allow managers in these pools to increase their level of service for customers.

Thus, customers' number will increase and the profitability of the pools will reach the desired level. Moreover, the results of studies show that there is a little attention to service quality and the provision of these service in the private pools of Guilan province and its comparison with the government pools and service quality is recognized as an important component of the existence of pools due to its importance, so this topic can bring valuable results for managers in Ministry of Sport and Youth of Guilan province and managers and owners of private and government pools. Therefore, this study examined the rate of satisfaction and service quality with the intention of customers' future presence in private and government pools due to limited studies in the field of service quality in private and government water sport places and the importance of provision of quality service in the satisfaction and the intention of customers' future presence.

2 Methodology

This study was an applied and descriptive-survey research that has been conducted through field method.

2.1 Participants

The statistical population of this study was customers who referred to all private and government pools that had a license from Ministry of Sport and Youth of Guilan

province. Samples were selected by the cluster and random sampling. According to Morgan's Table for a large community, 384 individuals are sufficient as a sample. 400 questionnaires (390 of them were collected) in private swimming pools and 400 questionnaires were distributed in government pools (385 of them were collected) and those were collected.

2.2 Instruments and Tasks

The instrument was included Liu's Service Quality Scale, Victor's Overall Customer Satisfaction Scale (2002), and Berry's Behavioral Future Intention Scale (1996).

2.3 Procedure

The purpose and the process of study were explained to subjects. The participants were assured that their data will be kept confidential and those will not be available to anyone. Then all subjects completed a consent form to participant in this study and they attended with the complete satisfaction in this study. The researchers distributed the questionnaires among the subjects. The subjects complete the questionnaires.

2.4 Data Analysis

The collected data were classified by descriptive statistical methods and were analyzed by K-S Statistical methods, Pearson correlation coefficient, and independent t-test. The SPSS software (version 24) was used for data analysis ($\alpha \leq 0.05$).

3 Results

Participated in this study 775 customers from private and government pools of Guilan province. Their personal information are presented in Table 1. The results in Table 1 showed that 44.1% of the subjects were male and 55.9% of them were women.

Table 1

The subjects' frequency distribution and percentage based on gender

Gender	Frequency	Percentage
Male	342	44.1
Female	433	55.1
Total	775	100

Table 2

The frequency distribution and percentage of subjects' age

Age Categories	Frequency	Percentage
Under 20 years old	214	27.6
21-30 years old	245	31.6
31-40 years old	151	19.5
41-50 years old	88	11.4
Older than 51 years	77	9.9
Total	775	100

The results in Table 2 showed that the age category of 21 - 30 years old with 31.6% had the highest percentage among different age groups. The lowest frequency was in the age category of 51 years and older with 9.9%.

Table 3

The frequency distribution and percentage of subjects' education

Education	Frequency	Percentage
Under the diploma	121	15.6
Diploma	176	22.8
Associate	138	17.8
Bachelor	239	30.8
Master and higher	101	13
Total	775	100

The results in Table 3 showed that most subjects (30.8%) had Bachelor's degree.

Table 4

The frequency distribution and percentage of membership time in a pool

Attendance in the club	Frequency	Percentage
6 months to 1 year	251	15.6
1-2 years	303	22.8
3-4 years	136	17.8
4 years and more	85	30.8
Total	775	100

The results in Table 4 showed that 32.4% of subjects for less than one year, 39.1% for 1-2 years, 17.5% for 3-4 years, and 11% for 4 years and more went to the pool.

Table 5

The descriptive statistics of the service quality questionnaire and its dimensions in government pools

Dimensions of the service quality questionnaire	Number	Mean	SD	Minimum	Maximum
Tangible physical factors	385	3.94	1.04	1.92	7
Reliable	385	4.27	0.93	1.68	7
Confidence level	385	4.39	0.99	1.84	7
Responsiveness	385	3.83	1.25	1.12	7
Sympathy	385	4.75	1.12	2.32	7
Service quality	385	4.11	0.83	1.55	7

The results in Table 5 showed that the empathy component had the highest mean in the customers of government pools in Guilan province and then the of confidence level, reliable, service quality, tangible physical factors, and responsiveness components were respectively. The empathy, confidence level, reliable tangible physical factors and responsiveness components had average scores. The state of these components was average in the customers of government pools in Guilan province and the empathy variable was slightly higher than the average. Also, the total score of service quality for customers of the government sport clubs was obtained 4.11 from the total score of 7 that it indicated that the status of service quality was moderate among the customers of government pools in Guilan province.

Table 6

The descriptive statistics of the service quality questionnaire dimensions in private pools

Dimensions of the service quality questionnaire	Number	Mean	SD	Minimum	Maximum
Tangible physical factors	390	4.63	0.87	1.29	7
Reliable	390	4.39	1.10	1.74	7
Confidence level	390	4.99	0.93	1.79	7
Responsiveness	390	4.55	1.264	1.37	7
Sympathy	390	5.21	0.90	2.80	7
Service quality	390	4.76	1.28	1.93	7

The results in Table 6 showed that the empathy component had the highest mean in the customers of private pools in Guilan province and then the of confidence level, service quality, tangible physical factors, and responsiveness, and reliable

components were respectively. The empathy, confidence level, reliable tangible physical factors, responsiveness components and reliable had scores higher than average. The state of these components was higher than average in the customers of private pools in Guilan province. Also, the total score of service quality for customers of the private pools was obtained 4.76 from the total score of 7 that it indicated that the status of service quality was higher than average and good among the customers of private pools in Guilan province. According to the results of Tables, it can be stated that service quality and its dimensions in private pools is higher than government sport clubs.

Table 7

The descriptive statistics of the perception of satisfaction and future intention variables in government pools

Questionnaires	Number	Mean	SD	Minimum	Maximum
The perception of satisfaction	385	4.287	1.773	2.00	7.00
The future intention	385	4.442	1.620	1.90	7.00

The results in Table 7 showed that the score mean of the perception of satisfaction variable was obtained 4.28 from the total score of 7 and the score mean of the future intention variable was obtained 4.44 from the total score of 7 that this indicated that the status of these variables were average in the customers of government pools in Guilan province.

Table 8

The descriptive statistics of the perception of satisfaction and future intention variables in private pools

Questionnaires	Number	Mean	SD	Minimum	Maximum
The perception of satisfaction	390	5.279	1.180	2.00	7.00
The future intention	390	5.134	0.886	1.94	7.00

The results in Table 8 showed that the score mean of the perception of satisfaction variable was obtained 5.32 from the total score of 7 and the score mean of the future intention variable was obtained 5.18 from the total score of 7 that this indicated that the status of these variables were higher than average (good) in the customers of private pools in Guilan province.

Table 9

The results of independent t-test to examine the difference between the provided service quality and its dimensions in private and government pools of Guilan province

Variable	Indicators	Number	Mean	df	t	Sig
		Groups				
Tangible physical factors	Government	385	3.94	733	-7.20	0.0001
	Private	390	4.51			
Reliable	Government	385	4.21	733	-5.26	0.0001
	Private	390	4.49			
Confidence level	Government	385	4.30	733	-6.44	0.0001
	Private	390	4.97			
Responsiveness	Government	385	3.88	733	-7.52	0.0001
	Private	390	4.63			
Sympathy	Government	385	4.66	733	-4.73	0.0001
	Private	390	5.09			
Service quality	Government	385	4.15	733	-5.91	0.0001
	Private	390	4.83			

The results in Table 9 showed that there was a significant difference between service quality and its dimensions in the private and government pools of Guilan province. In other words, service quality and its dimensions in private pools has been more than government sport clubs. This difference was statistically significant.

Table 10

The results of independent t-test to examine the difference between the satisfaction level of provided service in private and government pools of Guilan province

Variable	Indicators	Number	Mean	df	t	Sig
		Groups				
the satisfaction level of provided service in pools	Private	385	5.3299	733	-10.05	0.0001
	Government	389	4.2404			

The results in Table 10 showed that there was a significant difference between customers' satisfaction in private and government pools of Guilan province. In other words, the satisfaction variable of the provided service in the private pool was more than the government pool that this difference was statistically significant.

Table 11

The results of independent t-test to examine the difference between the intention of customers' future presence in private and government pools of Guilan province

Variable	Indicators	Number	Mean	df	t	Sig
		Groups				
the intention of customers' future presence in pools	Private	390	5.1812	733	-7.53	0.0001
	Government	385	4.3764			

The results in Table 11 showed that there was a significant difference between customers' satisfaction in private and government pools of Guilan province. The

satisfaction variable of the provided service in the private pool was more than the government pool that this difference was statistically significant.

Table 12

The relationship between service quality and its dimensions in private and government pools of Guilan province with customers' satisfaction

Variable	Pool	Statistics	Satisfaction
The provided service quality in pools	Private	Pearson Correlation Coefficient	0.586**
		Sig	0.0001
		Number	390
	Government	Pearson Correlation Coefficient	0.041
		Sig	0.390
		Number	385

P≤0.01**

The results in Table 12 showed that there was a significant and positive relationship between service quality in private pools of Guilan province with customers' satisfaction, but there was no significant relationship between service quality in government pools of Guilan province with customers' satisfaction.

Table 13

The relationship between service quality and its dimensions in private and government pools of Guilan province with the intention of customers' future presence

Variable	Pool	Statistics	The intention of future presence
The provided service quality in pools	Private	Pearson Correlation Coefficient	0.301**
		Sig	0.0001
		Number	390
	Government	Pearson Correlation Coefficient	0.053
		Sig	0.289
		Number	385

P≤0.01**

The results in Table 13 showed that there was a significant and positive relationship between service quality in private pools of Guilan province with the intention of customers' future presence, but there was no significant relationship between service quality in government pools of Guilan province with the intention of customers' future presence.

Table 14

The relationship between customers' satisfaction in private and government pools of Guilan province with the intention of their future presence

Variable	Pool	Statistics	The intention of future presence
Customers' satisfaction	Private	Pearson Correlation Coefficient	0.331**
		Sig	0.0001
		Number	390
	Government	Pearson Correlation Coefficient	0.122**
		Sig	0.002
		Number	385

P≤0.01**

The results in Table 14 showed that there was a significant and positive relationship between customers' satisfaction in private and government pools of Guilan province with the intention of customers' future presence.

4 Discussion

The purpose of this study was to examine the relationship between satisfaction and service quality components with the intention of customers' future presence in private and government pools of Guilan province. The inferential results showed that there is a significant difference between service quality and its dimensions in the private and government pools of Guilan province. We can say that the most important factor for this difference is that there are differences between private and government sectors in the goals, plans, and managements. In the private sector, the most important goal is the gain of maximum profits and benefits, but public interest is considered in the government sector.

The private sector has the ability to quickly adapt to the environment against the government sector has a closed system. According to the mentioned content, since the goal of the private sector that has the competition with other organizations is the customer's high attraction and the gain of high profit, so it should provide customers' satisfaction by the improvement of service quality, including the appropriate equipment, a good responsiveness to customers, a high service, the understanding of customers' needs, and the trying to meet customers' demands.

Other reasons for the efficiency and a low service quality in government pools can be that government pools are seeking to provide public services, but private pools that are not dependent on government resources and work to earn more money and profit. Therefore, those must be provide superior quality for customers'

retention and new customers' attraction (Bigne, Moliner, & Sanchez, 2003). The private sector has the ability to adapt to the environment and it quickly changes strategy by the evaluation of condition and the getting of feedback.

The government sector has a closed system and cannot easily respond to environmental changes. These differences increase the efficiency and effectiveness of the private sector against the government sector (Chen, 2004). The most important goal is profitability for the club in private pools. For this purpose, pool managers try to attract customers and increase service quality for customers' satisfaction. Since privatization is associated with competition, so private pools compete for customers' attraction and profitability with other clubs and this competition will increase service quality in these clubs and customers' satisfaction. The results of this study is consistent with the results of Alidoost et al., (2009); Torkfar (2017); Korunka, et al., (2007); Theodorakis, et al., (2001); and Afthinos, Theodorakis, & Nassis 's (2005)'s study. It seems that the key for customers' attraction and retention is to improve their positive attitude toward service delivery.

Customers' are more likely to reuse the pool service or offer it to others through the improvement of customers' service quality, satisfaction, and the attitude. Pools should be aware from customers' expectations about service in the first step. Then, those should design their functional and technical service in the next step, so that be beyond customers' expectations. Also, there was a significant difference between the trust component of service dimensions the in the private and government pools of Guilan province, so that the amount of this component in private pools was significantly higher than government pools. (Aldlaigan & Buttle, 2002) stated that employees' appropriate treatment, the mutual trust between customers and employees, and the relaxation level are customers' most important demands from sports centers. The reason for the high trust component in private pools than government pools can be that the complaints handling is an important part of the desirable service quality. Managers of private sport places consider customers' demands and complaints handling as opportunities for the relationship with customer that this increases mutual trust between customers and the club.

Also, another possible reason is the short duration between the customer's call and the desired service receive in private clubs than government pools that it could create a difference in the component of trust (Ting, 2004). There was a significant

between the responsiveness dimension in private and government pools of Guilan province, so that the amount of this component in private pools was significantly higher than government pools. One of the possible reasons for better responsiveness in private pools is that these pools provide proper information about the services that they provide at their pool. Also, other possible factors are that private pools than government pools use experienced employees and with high public relations who know how to serve and how to deal with customers.

On the other hand, the lack of appropriate information in government pools and the lack of clear and positive image of service in government pools could be due to other reasons for the low mean of responsiveness component in government pools that is consistent with the results of Rezaei Nasab, et al., (2015); Bareshan (2016); Hashemi, (2008); Pedragosa & Correia, (2009) and Juga, Juntunen, & Grant's (2010) study. Also, there was a significant difference between the confidence level component in private and government pools of Guilan province, so that the amount of this component in private pools was significantly higher than government pools. One of the possible reasons for this can be that employees will find out about how they can serve their customers by the holding of training sessions that these classes are conducted by the private club management and the employment of forces with the necessary knowledge and skills in the field of sports science in private pools is the reason of the higher mean of confidence component in private sports pools than government pools (Robinson, 2006). The results of independent t-test showed that there was a significant difference between government and private pools in the empathy component. One of the most important reasons for this difference in this component can be the lack of attention to customers in government pools and the lack of necessary compassion in solving of the customers' problem, and lack of sufficient readiness and expertise for the protection of customers' rights from the weaknesses and shortcomings in government pools that these weaknesses have many reasons and the main of these weaknesses can be attributed to staff's weaknesses and disabilities in these clubs (Ladhari, 2009).

The environmental features of sports pools are one of the important issues in the attention to customers' needs in the evaluation of service quality. Hence, one of the possible reasons for the low mean of the empathy component in government pools can be due to the low importance of service and its presentation to customers and the lack of attention to employees' training by the management in relation to

customer's service that this leads to the lack of a sense of empathy in customers with employees in government pools. Customers of an organization are one of the important and effective factors in the competitive environment of the present age. Now, customers are the survival of the organization in the global economy, and other organizations cannot be indifferent to their customers' demands. They must understand all their activities and capabilities for customer's satisfaction, because the only source of the return of capital is customers.

Customers' perception of the provided service quality are an effective factor on satisfaction that leads to the intention of customer's repurchase and citizens' more participation in physical and sport activities in the industry sector of sport services (Afthinos, Theodorakis, & Nassis, 2005). Since most sports departments of the country provide remarkable services in connection with sports and health for people of the society, so it can be said that service quality at the present time is important as a vital instrument for competitive advantage and the creation of interest in citizens' more participation in physical and sports activities (Robinson, 2006). According to the results of this study, the customers' satisfaction from the quality of facilities and equipment of the pool, the responsiveness to pool customers' needs, the staff of pool, the pool health, the safety of pool, the environment of pool, the pool tuition, and the quality of pool management and planning are the most important reason for citizens' more participation in physical activities. Although most researchers have emphasized the importance of these two issues (service quality and customer's satisfaction) and the relationship between them, but there is no consensus in conducted studies about that which of these two concepts is prior to the other. However, three viewpoints in this field show that some believe that satisfaction will lead to service quality.

The researchers of the second viewpoint believe that service quality leads to satisfaction and the third viewpoint believes in a contingency approach. This means that none of these two concepts precedes one another and the causal relationship between these two concepts is determined by factors such as the physical environment, the field of service provision, and other effective factors (Eisingerich & Bell, 2007). The findings show that satisfaction has a mutual relationship with service quality. This means that if service quality is provided at the high levels, satisfaction will be at the higher levels. In other words, the relationship between service quality

and customers' satisfaction is linear. Therefore, service providers of bodybuilding clubs should be customer orientation (Osman, Cole, & Vessel, 2006). When customers are satisfied from service quality, their number will increase. Customers usually compare their expectations with the services that they receive. Only when they are satisfied that received services exceed their expectations. Satisfied customers would like to be a customer of those services again. Therefore, sport managers must be able to provide products and services with high quality for the attraction of customer's satisfaction due to the relationship between service quality and satisfaction (Chen, 2004).

The amount of provided quality is another point that should be stated in the relationship with the role of service quality on customer's satisfaction, because the quality does not imply a concept to the customer, but also the amount and type of quality are that ensure a customer's satisfaction (Robinson, 2006). In this regard, the term of optimized quality should be raised, because only this quality guarantees customers' satisfaction and loyalty. The optimum level is so important that if it exceeds a certain amount, it will reduce customers' number. Because we are not the only service provider and the debate is about superiority and competition, quality is just one of the elements of superiority in this field of competition. For example, the price may increase so much with the improvement of quality that customers' number drops sharply, so optimized quality should be considered in the quality improvement. Thus, it is necessary to pay attention to the provision of service and the type and amount of quality in order to increase loyal customers (Schneider & White, 2005).

According to the high benefits from the attraction of loyal customers, it is suggested that authorities of bodybuilding clubs pay special attention to this issue and consider the quality in optimal level and note that improvement of the quality that leads to high costs, reduced hours of attendance, etc., will lead to the loss of many customers and their attraction to other sports places (Robinson, 2006). A customer's satisfaction is the most important goal of many organizations. Rapid changes in technology have raised customers' expectations. These changes have increased customers' need, request, and expectations and the adoption of strategies that are actively in line with these changes. If the performance of organization is constantly lower than the customer's expectation level, customers will meet their needs through another way (Liao, 2003). Therefore, each organization must constantly pay attention

to the customers' opinions and create the necessary strategies to meet customers' demands as much as possible.

The attention to customers' opinions and their complaints is one way of information collection about their needs and demands. When the importance of this issue reveals that we understand its effect on a customer's retention. The attention to customers' demands and expectations that are presented in the form of complaints and critiques and the proper responsiveness to them leads to a move toward the main goal of an organization (Torkfar, 2017). The studies have shown that the quality of desirable services determines the intention of customers' future purchase and affects their purchase behavior. One of the benefits of service quality is the determination of customers for the upcoming presence at the club. Therefore, club managers can contribute more in client perceptions of re-selecting the club to practice at future meetings by increasing the quality of their services and meeting their expectations (Almasi, Razavi, & Amirnejad, 2016). Customers' satisfaction for the future presence in club is one of the benefits of service quality. Therefore, club managers can contribute more in client perceptions based on the re-election of the club for the training at future sessions by the increase of the quality of their services and meeting customer expectations (Almasi, Razavi, & Amirnejad, 2016).

The results of Spearman's correlation coefficient showed that there was a significant and positive relationship between customers' satisfaction in private and government pools with the intention of their future presence. The findings of Mohamoudi, et al.'s (2013) study showed that a customer's satisfaction has a direct effect on the intention of customers' re-purchase. A customer's satisfaction is a key factor in the formation of the intention of customers' re-purchase and satisfied customers will probably talk with others about their good experience. Satisfaction is a positive feeling that is created in a person after the use of the goods or receiving the service. Satisfaction is the result of service quality and has a direct effect on a customer's future perceptions. The recognition of customer's satisfaction is very helpful for the managers of bodybuilding clubs, because if customers are satisfied with the service, it will have a significant effect on their future presence at the club and will increase income and profits (Romo, Chinchilla Minguet, & Freire, 2010).

5 Conclusion

In general, customer-oriented goals and strategies of organizations require that those examine and analyze the reasons of customers' dissatisfaction and complaints through a scientific method and those will take an effective step to increase a customer's satisfaction with the recognition of these reasons and their rooting and a proper responsiveness to them. The existence of a proper responsiveness and customer-oriented system with the recognition of the problems and the reasons of customers' dissatisfaction and a quick and timely responsiveness to them will save time and cost for an organization, in addition to the customer's satisfaction.

According to the results of this study, customers' satisfaction from pool personnel's ability in the provision of the optimal services in a precise and reliable manner with shortest time with regards to customers' different needs along with the pool authorities' attention to problems, their willingness and readiness for the help and proper responsiveness to customers, the understanding of pool customers' needs and demands through the creation of appropriate communication with them in order to fulfill their demands, the accuracy and spending enough time for responsiveness, and the timely attention to customers' comments, demands, and complaints at the pool are the most important reasons for citizens' more participation in physical activities.

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