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IDENTIFYING KEY SERVICE QUALITY FACTORS INFLUENCING CUSTOMER SATISFACTION IN LCSD FITNESS ROOM FACILITIES IN HONG KONG

BACKGROUND

LCSD Sports Centres in Hong Kong play a vital public health role by providing **affordable, accessible fitness facilities**. However, challenges like **overcrowding, outdated equipment**, and **inconsistent service quality** impact customer satisfaction (Wong & Kwok, 2021). This study examines service quality using the **SERVQUAL model** (Parasuraman et al., 1988).



PURPOSE

1. What are the **differences in perceptions of service quality and satisfaction between user demographics** (Duration of use, Frequency of use)?
2. What is the **relationship between service quality and customer satisfaction** in LCSD fitness room facilities?
3. What are the **key service quality factors influencing customer satisfaction** in LCSD fitness rooms facilities?

METHODS

- **Design and tools:** SERVQUAL-based online questionnaire (37 items, 7-point Likert scale)
- **Participants:** 50 users from 10 LCSD fitness rooms
- **Analysis:** Descriptive statistics, Pearson correlation, and ANOVA using SPSS

RESULTS

All five SERVQUAL dimensions were **significantly correlated** with customer satisfaction ($r > .50$)

Reliability had the **strongest positive correlation** with satisfaction ($r = .69, p < .001$).

Assurance was the **second strongest dimension** ($r = .66, p < .001$).

Empathy had the **weakest correlation** ($r = 0.52, p < 0.01$)

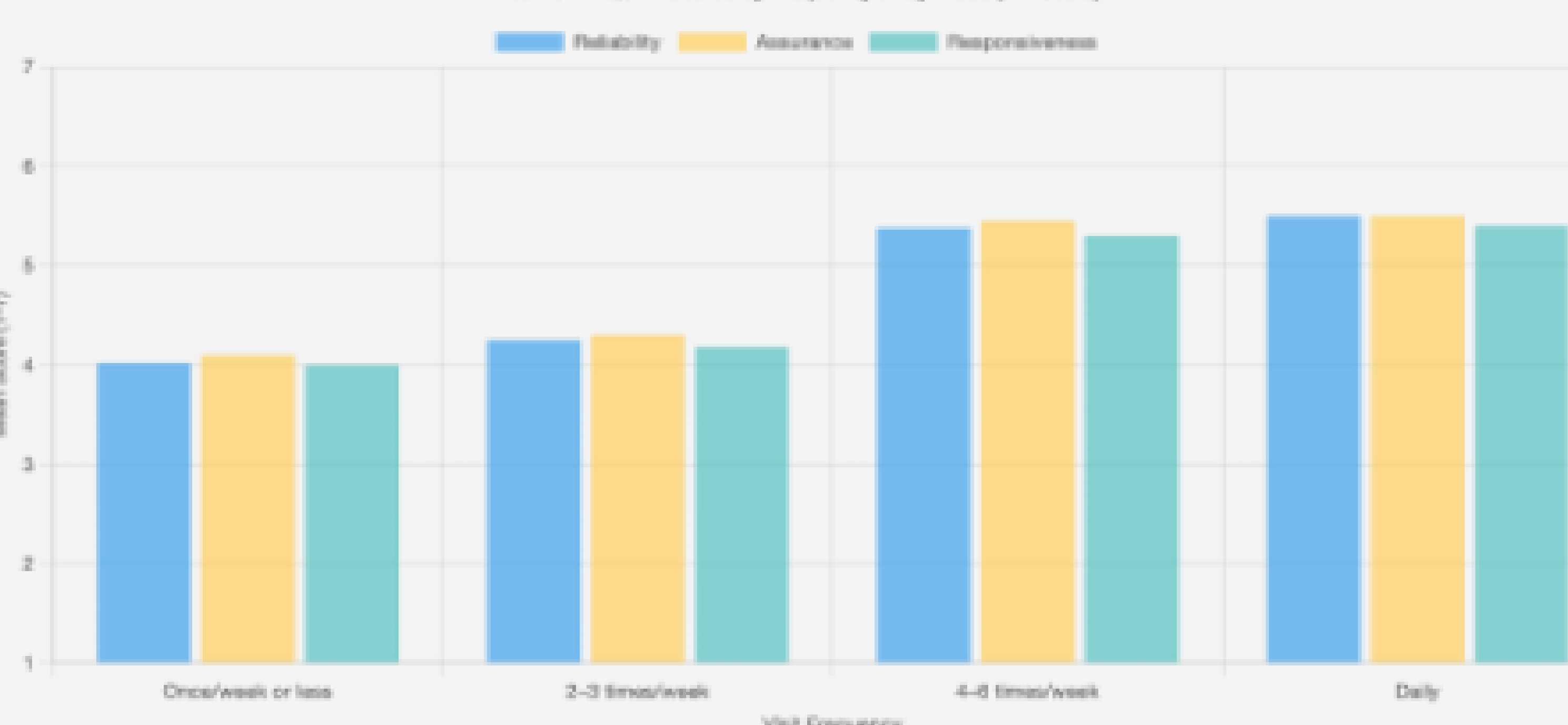
Pearson Correlations Between SERVQUAL Dimensions and Customer Satisfaction^{a,b}

Dimension ^{a,b}	N ^{a,b}	Overall Satisfaction ^{a,b}	r ^{a,b}	p ^{a,b}
Tangibility ^{a,b}	50 ^{a,b}	.61 ^{a,b}	< .01 ^{a,b}	
Reliability ^{a,b}	50 ^{a,b}	.69 ^{a,b}	< .001 ^{a,b}	
Responsiveness ^{a,b}	50 ^{a,b}	.58 ^{a,b}	< .01 ^{a,b}	
Assurance ^{a,b}	50 ^{a,b}	.66 ^{a,b}	< .001 ^{a,b}	
Empathy ^{a,b}	50 ^{a,b}	.52 ^{a,b}	< .01 ^{a,b}	

FREQUENCY OF FITNESS ROOM USE

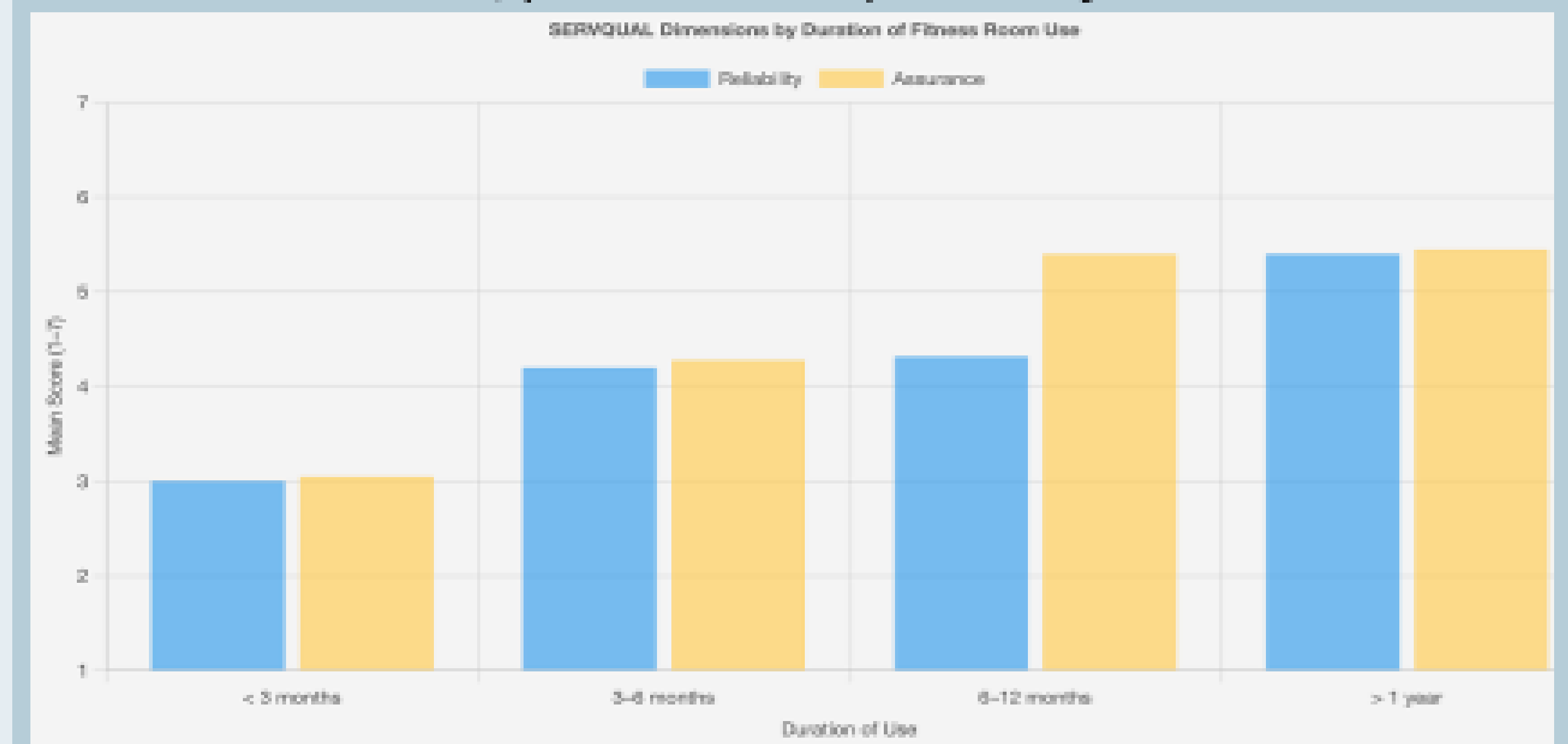
Users who **goes the gym more often** reported significantly higher perceptions of **reliability** ($F = 4.21, p = 0.10$), **assurance** ($F = 3.87, p = 0.015$), and **responsiveness** ($F = 3.45, p = 0.024$).

Mean SERVQUAL Scores by Frequency of Gym Use (1-7 Scale)



DURATION OF FITNESS ROOM USE

Longer-term users perceived **reliability** ($F = 3.92, p = 0.14$) and **assurance** ($F = 4.05, p = 0.12$) more positively than **newer users**.



DISCUSSION

✓ RELIABILITY AS PRIMARY FACTOR

Users of LCSD fitness rooms prioritize **consistent services**, such as functioning equipment and reliable opening hours (0700-2300). **Ensuring operational reliability** is crucial to meeting expectations, especially in **high-demand, resource-limited facilities** (Wu & Ko, 2019).

✓ IMPORTANCE OF ASSURANCE

Staff professionalism significantly enhances **trust and satisfaction** in the LCSD fitness rooms. Training staff to be **knowledgeable and approachable** is essential for **fostering user confidence and loyalty** (Han & Hyun, 2018).

👉 INFLUENCE OF USAGE PATTERNS

Frequent and long-term users report **higher satisfaction with reliability and assurance** in LCSD fitness rooms. Consistent, high-quality service helps **build trust, retain loyal users, and attract new users** (Ko & Pastore, 2019).

PRACTICAL APPLICATION

ENHANCE RELIABILITY

Maintaining operational equipment and informing the public in advance of maintenance dates will help LCSD fitness centres continue to **provide reliable services**.

BOOST ASSURANCE

Cleaners make up most of the reception crew at the LCSD fitness room entry. For LCSD fitness rooms to **immediately address user enquiries**, it is imperative that they employ **professional training personnel** with expertise in professionalism, fitness, and communication.

IMPROVE TANGIBILITY

Some fitness room located in **small sports centres** have **outdated facilities and crowded layout**. **Upgrading physical facilities and maintaining cleanliness** should be a priority for LCSD fitness rooms.

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