ความสัมพันธ์ระหว่างส่วนประสมทางการตลาดสำหรับธุรกิจบริการกับความพึงพอใจของลูกค้าใน
ธุรกิจฟิตเนสเซนเตอร์ในกรุงเทพมหานคร

นายโอเมอร์ เซลิค

วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาวิทยาศาสตรมหาบัณฑิต
สาขาวิชาวิทยาศาสตร์การกีฬา
คณะวิทยาศาสตร์การกีฬา จุฬาลงกรณ์มหาวิทยาลัย

ปีการศึกษา 2558

ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

The Relationship Between Service Marketing Mix and Customer Satisfaction
in Commercial Fitness Centers in Bangkok Metropolis.

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A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Science Program in Sports Science
Faculty of Sports Science
Chulalongkorn University
Academic Year 2015

Thesis Title	The Relationship Between Service Marketing Mix and Customer Satisfaction in Commercial Fitness Centers in Bangkok Metropolis.
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โอเมอร์ เซลิค : ความสัมพันธ์ระหว่างส่วนประสมทางการตลาดสำหรับธุรกิจบริการกับความพึงพอใจของลูกค้าในธุรกิจฟิตเนสเซนเตอร์ในกรุงเทพมหานคร   (The Relationship Between Service Marketing Mix and Customer Satisfaction in Commercial Fitness Centers in Bangkok Metropolis.) อ.ที่ปรึกษาวิทยานิพนธ์หลัก: ผศ. ดร.วันชัย บุญรอด, 90 หน้า.

จุดประสงค์หลักของงานวิจัยชิ้นนี้แสดงให้เห็นถึงความสัมพันธ์ระหว่างการบริการทางการตลาดและความพึงพอใจของลูกค้าที่มีต่อฟิตเนสในเขตพื้นที่กรุงเทพมหานคร เนื่องจากปัญหาในการขาดความเชื่อใจจากลูกค้าฟิตเนสในกรุงเทพ ฉะนั้นการวิจัยจึงมุ่งเป้าไปที่ธุรกิจฟิตเนสในกรุงเทพว่า ธุรกิจฟิตเนสแห่งใดที่จะสามารถยกระดับความพึงพอใจของลูกค้าโดยอาศัย 7 ตัวแปร (7PS)   ของการบริการทางการตลาดแบบผสม   โดยอาศัยการวิจัยเชิงปริมาณและการใช้แบบสอบถามในการรวบรวมข้อมูลจากฟิตเนส 50 แห่งในเขตกรุงเทพมหานคร (จากกลุ่มตัวอย่าง 500 แห่ง) หลังจากการรวบรวมข้อมูลและวิเคราะห์ข้อมูลแล้วนั้น สรุปได้ว่า 7 ตัวแปรของส่วนผสมการบริการทางการตลาดมีความสัมพันธ์ในเชิงบวกกับความพึงพอใจของลูกค้า โดย 4 ใน 7 ตัวแปรมีการพิสูจน์ว่าสามารถเพิ่มระดับความพึงพอใจของลูกค้าได้ ฉะนั้นจากการสรุปผลในครั้งนี้แนะนำว่า 5 ตัวแปร (People, Process, Physical Evidence, Product and Price) เป็นตัวแปรหลักที่สร้างความสัมพันธ์เชิงบวกต่อความพึงพอใจของลูกค้า การพัฒนาตัวแปรเหล่านี้จึงเป็นกลยุทธ์หลักที่จะช่วยเพิ่มระดับความพึงพอใจของลูกค้าได้ แนะนำให้ศึกษาตัวแปรอิสระอื่นๆเช่นคุณภาพในการบริการ เป็นต้น

สาขาวิชา	วิทยาศาสตร์การกีฬา	ลายมือชื่อนิสิต	....
ปีการศึกษา	2558	ลายมือชื่อ อ.ที่ปรึกษาหลัก	....

5778420939 : MAJOR SPORTS SCIENCE

KEYWORDS: CUSTOMER SATISFACTION, SERVICE MARKETING MIX, 90 CENTRE.

OMER CELIK: The Relationship Between Service Marketing Mix and Customer Satisfaction in Commercial Fitness Centers in Bangkok Metropolis.. ADVISOR: ASST. PROF. WANCHAI BOONROD, Ph.D., 4 pp.

The main purpose of this research was to prove the relationship between factors (Ps) in service marketing mix and customer satisfaction for fitness centers in Bangkok Metropolis. The problem simply lay in the fact that lack of work had been done with respect to customer satisfaction in the fitness centers (in Bangkok). Thus, the research had the aim to reduce the gap in literature by focusing on fitness centers in Bangkok; businesses which can be elevated and improved based on improving the customer satisfaction levels through the factors (7 Ps) of service marketing mix. The research used quantitative method of research and survey questionnaire tool to collect data from 50 fitness clubs (sample size of 500 respondents) in Bangkok. The research, after data collection and analysis, concluded that all 7 Ps of service marketing mix have a positive relationship with customer satisfaction; only four of the seven Ps of service marketing mix are proven to bring variations (positive) in the customer satisfaction levels. Thus, from the conclusions it was recommended that the five variables (People, Process, Physical Evidence, Product and Price), that cause positive variations in customer satisfaction, should be incorporated in strategic decisions as improving these variables would highly likely increase and improve the customer satisfaction levels. Recommended area of further study includes incorporating other independent variables like service quality and customer preferences.

Field of Study:	Sports Science	Student's Signature	
Academic Year:	2015	Advisor's Signature	

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INTRODUCTION

Background and Significance of the Study

"Customer Satisfaction" is defined as "the ultimate objective of every business: not to supply, not to sell, not to service, but to satisfy the needs that drive customers to do business" (Hanan & Karp, 1989, p. xi). According to Hanan & Karp (1989, p. ix), "If you manage a business, you are responsible for the satisfaction of all its customers". Therefore, customer satisfaction is one the most important factors that management must consider. From nearly 200 senior marketing managers, 71 percent responded that they found customer satisfaction very useful in managing and monitoring their businesses (Fattis P., Bendle N., Pfeifer P., Reibstein D., 2010). In this study, the researcher aims to focus on customer satisfaction in commercial fitness centers as the researcher himself has been in sports industry for over a decade and aims to find ways to improve satisfaction of customers, and in turn, identify ways to improve the quality of fitness business for him as well as other managers.

People usually join a fitness center with high motivation and expectations. After they become a member, the motivations such as social environment, quality of service, management of the facility and physical appearance, appear not as attractive as they were before. When members lose their motivation, it is difficult to regain them as members. Creswell, J. (2003) mentioned that 55 per cent of consumers would pay more for a better customer service. It is human nature to look for the best as long as they can afford. People prefer better quality and better service. As reported by The Hindsite Solution (2014), Bill Gates once said "Your most unhappy customers are your greatest source of learning". According to his experience, the researchers believe that customers' feedback is the most effective tool to improve business. They are the ones who can verify the organizations' weaknesses. Only from the point of management and organization's view, the weaknesses of an organization may not be identified completely. Feedback of unhappy customers will lead the management to work and improve organizations' short comings (Islam & Mohammadzadeh, 2014). This shows that customer satisfaction in commercial fitness centers is a very

important factor that can determine the success or the failure of the business. Furthermore it is critical to carry out research on the factors that trigger happiness of customers in order for the better success of the fitness centers and even for preventing bankruptcy.

From the research, 89 per cent of consumers have stopped doing business with a company after experiencing poor customer service (Interactive, 2011). Thus, it can be implied that, customer service is very important for the success of business. Moreover, health and fitness business is one of the businesses that are highly service-oriented**.**

Fitness industry is a highly service-oriented business which is unlike product-oriented business. More details about fitness industry will be discussed under service marketing mix which includes 7 Ps namely product, price, place, promotion, people, process and physical evidence in which the last 3 Ps are directly related to service sector rather than mere tangible products as the first original 4 Ps (Hsu et al., 2008).

Mullin, B., Hardy, S. and Sutton, W. (1993) and Schmittlein (1995) suggest that maintaining customers is one of the most challenging tasks the fitness centers have to face and that it is even more difficult than attracting new customers. A study by InfoQuest found that 'a totally satisfied customer' contributes 14 times more revenue than a 'somewhat dissatisfied customer" (2015). From the above discussion, it can be summarized that customer satisfaction is vital for the success of fitness business. Furthermore, service marketing mix is also related to customer satisfaction in highly service-oriented businesses such as fitness business. For this reason, this research aims to examine the relationship between service marketing mix and customer satisfaction in commercial fitness centers in Bangkok. This study will work on how service marketing mix will effect customer satisfaction so that organization can reduce negative word of mouth, customer churn, increase customer retention and repurchase intentions.

There have been many researches that examined service marketing mix and customer satisfaction in tourism, spa, mobile phone, phone card, and many more

products in Thailand. For example : Vanaskul, Wankeao and Arayaphong (2008) have conducted a research on dtac phone operator market in Thailand. To the author's knowledge in the past 10 years rarely had research specifically focused on the relationship between service marketing mix and customer satisfaction in fitness centers in Bangkok, Thailand.

This study will work on the examination of service marketing mix and customer satisfaction in order to improve customer service which will reduce negative word of mouth, customer churn, increase customer retention and repurchase intentions.

From these findings, the researcher also aims to identify which factors of 7 Ps have greatest influence on customer satisfaction. The results of this research will help fitness centres operators to be aware of the importance of service marketing mix and customer satisfaction which might bring success to fitness businesses.

Problem Statement

The problem simply lies in the fact that lack of work has been done with respect to customer satisfaction in the fitness centers (in Bangkok). Moreover, as the relevance and importance of customer satisfaction has already been established it can be summarized that the problem of lower or stagnant customer satisfactions need to be increased as objective of any (for-profit) business is profit maximization together with sustainability. Thus, in order to achieve long-term improvement and elevation in the profits and sustainability it is imperative to work on the customer satisfaction levels; a factor that can prove pivotal for the success and excellence of the organization. In a nutshell, the problem is the stagnant growth and profits which can be solved by improving customer satisfaction levels; something that has a direct and positive impact, as proven by the literature review.

Rationale for the Research Topic

The basic rationale, other than the researcher's self interest in this domain, is the fact that the meaningful conclusions and recommendation of this research would

be beneficial for the benefactors of the research; the benefactors of the research are of course the business owners who are in the fitness centers service industry.

The objectives of study

The research is simply aimed at reducing the gap in literature by focusing on fitness centers in Bangkok; business which can be elevated and improved based on improving the customer satisfaction levels through the factors (7 Ps) of service marketing mix.

The aim requires certain objectives to be fulfilled:

1. The objective of this research is to gauge the applicability of 7 Ps of service marketing mix on the levels of customer satisfaction.

2. To find out the most effective of the 7 Ps which, will have the maximum effect on customer satisfaction levels' improvement.

Research Questions

In order to fulfill the aim of this research and deliver the outcomes in a timely, effective and efficient manner, the research proposes the following research question (answering which will lead to solve the problem at hand):

What are the relationships between the 7 Ps of service marketing mix and customer satisfaction, in commercial fitness centers of Bangkok?

Scope of Research

The scope of this research is limited to the 7 Ps of service marketing mix and its relationship with the customer satisfaction levels in the geographical area, which is limited to, of Bangkok. Thus, these variables and geographical scope, which comes with its own unique demographics etc., need to be kept in mind while generalizing the outcomes, conclusions and recommendations of this research.

Limitations

The study faces certain limitations which are as follows:

1. This study focuses only on factors relating to service marketing mix (7Ps) which are product, price, place, promotion, people, process and physical evidence.

2. This research is cross-sectional design, which might not discuss clearly about causal relationship.

3. The scales measuring service marketing mix and customer satisfaction are subjective measures, which might have some personal bias.

4. This study focuses on only commercial fitness centers in Bangkok area, which might not be generalized to all types of fitness centers and in other areas.

5. The limited academic knowledge of the researcher is also a limitation together with constraint of time which makes focus on few things and not all the things that can be incorporated to enhance the outcomes of this research.

In order to delimit these limitations the researcher has focused on reducing the biases by applying quantitative measures; qualitative measures would have increased researcher biasness (Creswell, 2003). Furthermore, proper help and guidance would be taken from the advisor in order to achieve the aims and objectives of this research; and also to delimit the academic limitations that the research faces.

Definition of Terms

As can be seen from the introduction, service marketing mix, commercial fitness centers, customer satisfaction are the main concerns of this thesis.

1) <u>Service marketing mix</u>: "The marketing process involves several key elements. According to Hsu et al (2008), the combination of these elements is called the marketing mix. Perreault and McCarthy (2006) reduced the elements into the four Ps namely product, price, place and promotion. Later on, 3 more Ps: people, process and physical evidence were added to form the 7 Ps model. The later 3Ps added the

human element and made the model more useful for the service sector rather than mere tangible products as it was before (Hsu et al., 2008).

2) <u>Commercial fitness centers</u>: A commercial fitness center is a commercial facility for physical exercise, training and athletic recreation as opposed to non-profit fitness centers like those in university compounds or in housing and condominiums.

3) <u>Customer satisfaction</u>: "The value that has been added to the bottom line of the customer. If the customer's bottom line is profits, satisfaction puts more money there. If the bottom line is productivity or a lifestyle such as comfort or convenience, satisfaction puts more there, too. In return, the satisfied customer will share some of his newly added value with the satisfactory supplier. Both customer and supplier will be enhanced" (Hanan & Karp, 1989, p. xii).

Significance of the Study

1. The results of this study will help identify which of the 7 service marketing Ps has the most effect on customer satisfaction,

2. Moreover, the results of this study will help identify ways to improve satisfactions which may lead to customer retention.

3. Also, the results of this study will help identify ways to improve service quality which may lead to customer retention.

4. Finally, the results of this study will help research and provide evidence for the importance of service marketing mix on customer satisfaction among fitness operators.

Brief on Upcoming Chapter

The upcoming chapter will cover the extensive literature review followed by the methodological boundaries that are set in order to fulfill the aim and objectives of the current research. Followed by these two chapters will be analysis of data, which would be done on the data that was collected using the quantitative methods and tool. Finally, following the discussion of data analysis, conclusions and recommendations

would be presented which would reflect the meaningful insights that the research has successfully gauged from its course of existence; the recommended areas of further studies would also be defined.

Chapter II
LITERATURE REVIEW

This section will present literature related to this study. First, background of health/fitness industry and health/fitness industry in Thailand will be discussed. Second, theories related to customer satisfaction will be presented. Next, theories related to service marketing mix will be discussed. Finally, the relationship between service marketing mix and customer satisfaction will be discussed.

Background and Significance of the Study

The fitness industry is defined as the fitness industry includes any person, company, or entity that focuses on exercise, health, and overall maintenance of the body (Wise Geek, 2015, "What is the fitness industry"). According to the annual survey conducted by the International Health, Racquet, and Sports Club Association (IHRSA), (2014) there has been a significant increase in the number of fitness centers and the number of people deciding to join fitness center in USA. The number of the fitness center increase from 26,830 to 30,500 and participants 41.3 million to 50.2 within 7 years from 2005 to 2012. The numbers of participant from 2012 to 2013 within a year increase 8 million from 50.2 to 58.5 million.

Health/Fitness Industry in Thailand

Obesity population is growing all over the world. Thailand is one of the countries that obesity is getting bigger each year. Pawarorarnwittaya's (2013) study shows that Thai people have more tendencies to become obese, as the Thailand now is ranked second in ASEAN for the most people with obesity. Since obesity is becoming a huge problem for new generations, fitness centers have been growing popularity. Thailand's fitness segment has been growing over the past several years as people become more concerned with their health (Fernqunst J. 2011).

Customer Satisfaction

Hanan and Karp defined in their book named "Customer Satisfaction" as "the ultimate objective of every business: not to supply, not to sell, not to service, but to satisfy the needs that drive customers to do business" (1989, p. xi). They also contended that "If you manage a business, you are responsible for the satisfaction of all its customers" (Hanan & Karp, 1989, p. ix). In this study, the researcher intends to focus on customer satisfaction in commercial fitness centers as the researcher himself has been working in sports organizations for over 15 years and aims to identify the relationship between the service marketing mix and customer satisfaction in order to improve the management quality and business and also aims to provide useful findings for other managers to better manage their companies.

During the last decade, satisfaction has been considered as one of the most important theoretical as well as practical issues for most marketers and customer researchers (Jamal, 2004). Laura F. (2013) reveals that 55% of consumers are willing to pay more for a better customer experience. Whenever health is the concern people do not care about the money they spend. They want to be healthier and in better shape physically. This can be evident in the fact that people spend a lot of money to change or upgrade their cars or gadgets such as mobile phones just to increase their satisfaction as customers. Although their older model cars and gadgets might work just well, they are willing to spend more money just to be happier. Therefore, looking at what keep our customers happy and working towards satisfying our patrons are of vital importance in almost every business, if not all. In this study the importance of customers' satisfaction in managing fitness centers will be looked at.

Service Marketing Mix

"The marketing process involves several key elements. The combination of these elements is called the marketing mix" (Hsu,K., Killion, K., Brown, G., Gross, M., & Huang, 2008, p. 11). Perreault and McCarthy (2006) suggested that it is useful to reduce the elements into the four Ps namely product, price, place and promotion. Later on, 3 more Ps: people, process and physical evidence were added (Zeithaml, Bitner and Gremler, 2006) to form the 7 Ps model. The later 3Ps added the human

element and made the model more useful for the service sector rather than mere tangible products as it was before.

The first 4 Ps are defined as below (Perreault and McCarthy, 2006, p. 11-12):

The **product** component in the marketing mix is concerned with developing and delivering the right goods and services to the target markets. As an economic offering, a product may refer to tangible goods, intangible services or experiences as a form of transactional deliverance.

Price deals with the estimation of how much customers are willing to pay in exchange for the goods and services. A pricing strategy must also consider market competition and the cost of the whole marketing mix. Strategic pricing measures, such as discounts and allowances, can be more flexibly applied as short-term business practices, in most cases in conjunction with promotion. On the other hand, the product and place elements do to seem to be changeable over a short period.

Place refers to the channels of distribution through which the goods, services and experiences reach the right customers, or the target market. A market channel can be long or short depending on the nature of the product. Services normally have a short channel because they cannot be stored.

Promotion refers to the various aspects of marketing communication concerning the goods and services between providers and customers. Promotion efforts can focus on either acquiring new customers or retaining existing customers. Typical promotion activities include personal selling, mass selling, advertising, publicity and sales promotion campaigns.

The added 3 Ps have made the model more useful for the service sectorand are defined as below (Zeithaml, Bitner and Gremler, 2006):

People (both service providers and receivers) are of great importance in adding value to the total product and service offerings.

Process reflects the fact that services, unlike physical products, are experienced as a process at the time they are produced.

Physical evidence denotes the physical surroundings and atmospheric arrangements associated with a service encounter or staged experience.

Service Marketing Mix and Customer Satisfaction – A Relationship

All of the components of 7 Ps (product, price, place, promotion, people, process and physical evidence) are necessary for optimum service delivery. Previous research has provided support that service marketing mix has a strong effect on customer satisfaction. Yelkur R. (2000) supported that the elements in the services marketing mix influence and positively effects customer satisfaction.

It is also shown in the previous research that organization should pay more attention to their employees same as to their customers, and this would increase both employee motivation as well as customer satisfaction Lin J. (2012). Therefore, the result of our study aims to further support the argument that there is a positive correlation between the marketing mix and customer satisfaction. This study will analyze the relationship between service marketing mix and customer satisfaction in fitness center by using 7Ps service marketing mix. The specific meanings of 7Ps in fitness industry are discussed below:

Product: In fitness business, product is mainly related to facilities and services provided. Research shows that the most significant factor for customer satisfaction is the quality of product/service customers receive and it therefore, plays a major role in the success or failure of the sports clubs (Oliver 1980; Wang Y.H. and Lo P., 2002). 89% of consumers have stopped doing business with a company after experiencing poor customer satisfaction (Carry 2001).

Facilities: Research shows that facilities are usually the first factor considered by the customers while judging or considering the overall quality of a health club. Therefore, they play important roles in satisfying customers. Salamat N., Salamat F., and Farahani's research (2012) shows that it is important for a health club to be able to provide a variety of latest equipment. Moreover, in this competitive sports industry,

offering the latest and efficient equipment is also vital to keep the customers satisfied. In addition to choosing the latest and a variety of efficient equipment, arrangement of the equipment also plays an important role. Salamat, N., Farahani, A., & Salamat, F. (2012) states that arrangement as well as availability of the equipments also important for customers' happiness.

Price: Price customers pay at fitness centers include membership fees (walk in, monthly, 3 months, 6 months, yearly), facility rental fees and individual health classes such as tennis, yoga, dance, etc. The price and the quality of product provided should be balanced. For example, if a high price is demanded for a lower product, it can lead to loss of customers and if a low price is asked for a high quality product, the business may not earn the profit that it deserves.

Place: Place in fitness industry is the accessibility of location for current and potential customers. It represents the location where the product is available for the customers Vliet, V. (2013). For example, a fitness club at a shopping mall has an easier access, therefore, a better place than at a place where it takes longer for transport or where it has less available parking spaces.

Promotion: Promotion is about a decision of how best to the related product to the target market and to persuade consumer to buy it Lovelock C., Patterson P.G., & Wirtz J., (2011).Promotion in fitness industry is similar in other business industries

Which, include personal selling, mass selling, advertising, publicity and sales promotion campaigns. Researcher believes that promotion is one of the most important components of a business because in order to buy a product, customers need to know the product first and promotion is the way to make the product known to the customers.

People: People in fitness clubs involve service employees who deliver the service. It is a fact that many services involve personal interactions between customers and the service employees, and they strongly influence the customer's perception of service quality (Hartline & Ferrell, 1996) and both these factors are linked with increasing customer satisfaction (Keller, 2013; Kotler and Keller, 2009).

People (employee) who are providing service to customers can be either supporting staff or administrative staff.

Supporting staff: Supporting staff includes technicians, cleaners, as well as security guards. One very important employee-related service every sports club needs to offer is professional maintenance of the facilities because ill-equipped and ill-maintained facilities demotivate customers. Cheng (2010) applied the six sigma process to service quality improvement in fitness clubs from a managerial perspective and emphasizes the importance of quality and facility maintenance.

Administrative Staff: Administrative staff includes trainers, secretaries, and marketing staff, etc. Cheng (2013) examines that trainers play a vital factor influence on customers' happiness, motivation and therefore, satisfaction. Cheng also notes the importance of having well-trained staff to improve their service attitude, professional skills and relationship quality with the customers (2013). Alexandris and Palialia (1999) also argues that both administrative staff and supporting staff should pay attention to meeting customers' social needs and expectations to keep them satisfied. Chen T. (2008) findings further supported previous researching findings that indicated employees play key roles in customer satisfaction and retention, as their responses influence customer service equality perceptions. In order to achieve keep the customers satisfied, it is first necessary to keep the employees satisfied (Chen, 2008; Wei, Hung, and Ma, 2010). This will be the responsibility of the administrators.

Process: Process refers to "the activities, procedures, protocols and more by which the service in question is eventually delivered to the customer" (Vilet, 2013). In other words, process in fitness industry is the services and the procedures taken to make the facilities available for the customers. For example, putting equipment in the fitness club, organizing a variety of fitness classes in schedule and the delivering of service itself are parts of process.

Physical Evidence: Physical evidence in fitness clubs can be defined as almost everything you can see when you enter the clubs which include the tidiness and the attractiveness of the reception, the cleanliness, usefulness and variety of up-to-date

gym equipments, the clarity of water in the swimming pool etc. It is of great importance because the customers normally judge the quality of the service and product through physical evidence (Rafiq & Ahmed, 1995).

Conceptual Framework

Based on the literature review, the framework for this study is shown below

Conceptual Framework

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Independent Variables

Demographic Data

1. Gender
2. Age
3. Membership
4. Purpose
5. Frequency
6. Distance
7. Information
8. Education level
9. Marital status
10. Income
11. Job

Independent Variables

Dependant Variable

Service Marketing Mix

1. Product*
2. Price*
3. Place*
4. Promotion*
5. People**
6. Process **
7. Physical Evidence**

* Perreault and McCarthy (2006)

** (Zeithaml, Bitner and Gremler (2006).

CUSTOMER

SATISFACTION

Figure 1 Conceptual Framework

Figure 1 Conceptual Framework

Chapter III

RESEARCH METHODOLOGY

This chapter describes the methodology used in the present study, which includes:

1. Research Design
2. Population
3. Sample
4. Sample Technique
5. Research Instruments
6. Data Collection
7. Data Analysis
8. Reliability and Validity
9. Hypotheses

Research Design

According to Creswell (2003) quantitative data should be the method of choice when truth or reality has to be established from a research; on the contrary the qualitative methods are recommended by Creswell (2003) when the aim is to understand reasons or beliefs behind some phenomenon. Since the aim and objectives of this study require conformity of truth and reality between the relationship of service marketing mix and customer satisfaction, therefore quantitative method of research is the design chosen. Survey Questionnaire is the tool that was used in this study in order to examine the relationship between service marketing mix and customer satisfaction. There are 50 districts in Bangkok city with 1,609 commercial fitness centers. Convenience sampling was used to select fitness centers as researches cannot have name list of 1,609 fitness centers in Bangkok metropolis. From each district researcher chose one fitness center to be surveyed. Researcher visited 50

fitness centers. Convenience sampling was also used for customers from each fitness center as the researcher couldn't have all the name list of customers from the fitness centers. Questionnaires were translated into Thai by a Thai person who has experience of fitness center and is good in English. After translating the questionnaire, it was sent to Thai language department at Pan Asia International School in order to test content and correct wording; this was also done in order to confirm the reliability and validity of the employed research tool.

Population

Research was carried out in Bangkok metropolis, which is, the capital city of Thailand with the estimated population of 8.5 million ("Bangkok population", 2014). There are 50 districts in Bangkok metropolis divided into 12 clusters with area of 1500 km^2. There are total of 1,609 commercial fitness centers that have been registered in Bangkok metropolis (Department of Health Service Support, Ministry of Public Health 2014).

The number of commercial fitness members in Bangkokmetropolis is unknown. However, according to California Wow annual report (2011), which used to be one of the biggest fitness chains in Thailand,they had members of about 114,500 members in 2011. Therefore, it is estitmated that within Bangkok area, there are about 200,000 people or more who are members of commercial fitness centers.
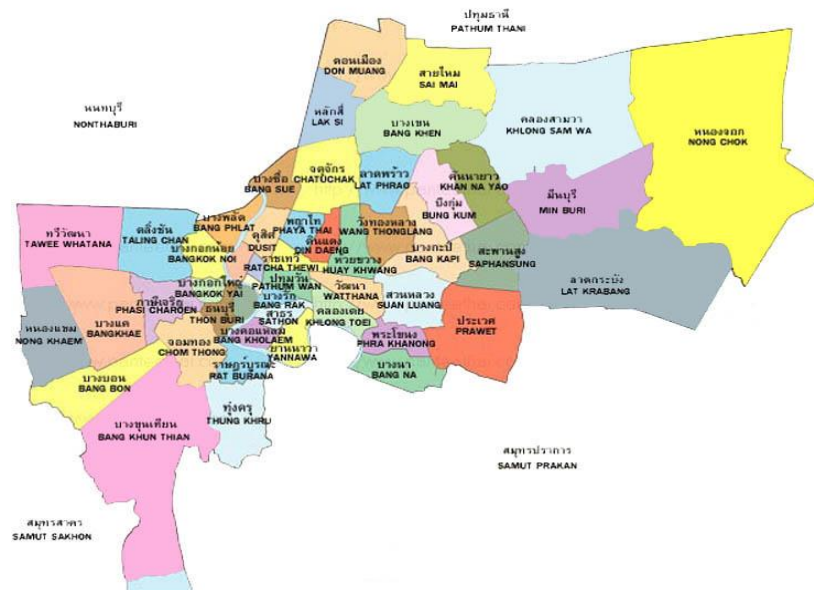
Figure 2 Districts of Bangkok Metropolis map (2013)

Table 1 List of the districts Bangkok metropolis (2013)

Bang Bon	Bangkok Noi	Khlong Sam Wa	Phasi Charoen	Saphan Sung
Bang Kapi	Bangkok Yai	Khlong San	Phaya Thai	Sathon
Bang Khae	BuengKum	Khlong Toei	PhraKhanong	SuanLuang
Bang Khen	Chatuchak	Lak Si	PhraNakhon*	Taling Chan
Bang KhoLaem	Chom Thong	LatKrabang	PomPrap SattruPhai*	ThawiWatthana
Bang Khun Thian	Din Daeng	LatPhrao	Prawet	Thon Buri
Bang Na	Don Mueang	Min Buri	Rat Burana	ThungKhru
Bang Phlat	Dusit	NongChok*	Ratchathewi	Wang Thonglang
Bang Rak	HuaiKhwang	NongKhaem	Sai Mai	Watthana
Bang Sue	Khan Na Yao	Pathum Wan	Samphanthawong*	Yan Nawa

*District does not have commercial fitness center

Sample

According to Yamane (1967) the sample size formula is reflected from the table below; with the population over 100,000 and at the level of precision ± 0.05, gives sample size of 400 respondents. Therefore, the sample of this study included 431 customers from 46 districts at fitness centers in Bangkok metropolis.

Sample size for ±3%, ±5%, ±7% and ±10% Precision Levels Where Confidence level is 95% and P=.5,				
Size of Population	Sample Size (n) for precision (e) of:			
	±3%	±5%	±7%	±10%
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100
a= Assumption of normal population is poor (Yamane 1967). The entire population should be sampled				

Table 2 Yamane (1967) sample size formula.

Sampling Technique

In this study, convenience sampling based on geographical area is adopted. From each district one fitness center was selected by convenience sampling in Bangkok metropolis. Total of 46 fitness centre were selected.

There is no name list of all fitness centers in Bangkok or even in Thailand. Therefore, researcher drove to each district one by one and found fitness center using Global Positioning System (GPS).

Researcher visited 46 fitness centers and gave questionnaires to customers in the fitness center. Approximately from each fitness center 10 members were selected by convenience sampling. The researcher asked for the permission from fitness center's manager or owner to go into the fitness and give questionnaire to people who are exercising at that fitness center. That means the respondents will be fitness members otherwise they cannot exercise in the fitness.

Research Instruments

In this study close ended questionnaires were used. The questionnaire comprised of three parts:

1. Demographic profile of respondents

2. Opinions toward service marketing mix

3. Opinions toward customer satisfaction

1) <u>Demographic Questionnaire</u>: 11 questions were adopted for the demographic questionnaire in order to know about customers' demographic information on age, gender, education background job and income. The questions

ultimately helped this study to pinpoint the key demographic characteristics of the existing customers. The demographic questionnaire was adopted and developed from Vanasakul, P. (2008).

2) <u>Service Marketing Mix</u>: The Service Marketing Mix questionnaire is adopted from ZhichengQ (2012), and Vanasakul, et al (2008). Some questions have been modified in order to suit the fitness business context. For example, question 1 "Good atmosphere in guest room" changed into "My fitness has good atmosphere" There are 24 items in this questionnaire. The scale ranges from 1 (totally disagree) to 5 (totally agree).

Reliability analysis was adopted form Zhicheng& Yu (2012). To get more accurate result, in this research internal consistency will be used in addition Cronbach's Alpha method is applied to calculate the reliability of questionnaire.

3) Overall customer satisfaction with 5 questions. In order to view customers' overall satisfaction of their fitness centers. Overall customer satisfaction survey questionnaire was adopted from Zhicheng Q (2012). Some questions have been modified in order to suit the fitness business context. For example, question 1 "I am satisfied with this airline" changed into "I am satisfied with this fitness center" There are 5 items in this questionnaire. The scale ranges from 1 (totally disagree) to 5 (totally agree). According to Zihincheng Cronbach's Alpha greater than the minimum quantity level 0.6 suggested.

Data Collection

Researcher visited 46 fitness centers and gave questionnaires to customer in their fitness center. The researcher asked for the permission from fitness center's

manager or owner to go into the fitness and give questionnaire to people who were exercising at that fitness center. Researcher collected the data from the respondents who are Thai citizen and can read, understand and answer the questionnaires in Thai and members of a fitness center from 50 districts in Bangkok metropolis by using self-administered questionnaire. A total of 431 questionnaires were delivered directly to the respondents.

Data Analysis

The data collected from fitness centers through questionnaire with convenience sampling was presented by using computer program.

Descriptive Statistics: The demographics profile of respondents such as gender, age, education level, income, job, material status, time spent for fitness was shown in percentage, mean, and standard deviation (S.D.). Furthermore, the averages of service marketing mix and customer satisfaction are also presented.

Analysis of variance (ANOVA): ANOVA technique/model was used to compare and analyze the demographic profile of independent and dependent variables. Their gender, age, marital status, income, educational level and reason joining fitness was compared using appropriate statistical procedure. ANOVA was the main tool for this research as it was used to analyze the data collected in order to test the research hypothesis.

Correlation Analysis: Correlation analysis was used to find the significance in the relationship between service marketing mix and customer satisfaction.

Regression Analysis: Regression analysis was used to find the relationship between service marketing mix and customer satisfaction. It is the simultaneous combination of multiple factors (independent variables) to assess how and to what extent they affect a certain outcome (dependent variable). In this paper independent variables are service marketing mix including product, process, promotion, people, price, place and physical evidence while the dependent variable is customer satisfaction.

Reliability and Validity

Aforementioned three types of questionnaires were the tools that researcher used to collect data from customers. It is important to determine the questionnaires' validity and reliability before using them. Moreover the questionnaires were sent to Thai language expert who knows fitness terms for translating from English to Thai so that Thai citizens were able to read, understand and answer each question with complete clarity.

Validity: In this research, content validity of the questionnaire was proved by getting advice from at least three experts from both academics and practitioners to give comment on each questionnaire and make it valid for the intended data collection.

Reliabilty: The researcher used Cronbach's Alpha to measure the reliability of the questionnaire by doing pilot test with 30 fitness center customers from Prawet district. The Cronbach's Alpha, which was calculated on the data of 30 respondents, was 0.897; a value well above the required 0.6, thus the research tool was found and proved to be reliable.

Hypothesis

The following hypotheses were formed in order to run the aforementioned tests and analysis on the collected data:

H_1: Customer satisfaction levels significantly vary among males and females (T-test on gender)

H_1: Customer satisfaction levels significantly vary among age groups (ANOVA on age)

H_1: Customer satisfaction levels significantly vary among Months of Membership (ANOVA on Months of membership)

H_1: Customer satisfaction levels significantly vary among frequency (ANOVA on Frequency)

H_1: Customer satisfaction levels significantly vary among purposes (ANOVA on purpose)

H_1: Customer satisfaction levels significantly vary among living area (ANOVA on lives)

H_1: Customer satisfaction levels significantly vary among information (ANOVA on information)

H_1: Customer satisfaction levels significantly vary among education levels (ANOVA on education levels)

H_1: Customer satisfaction levels significantly vary among martial statuses (ANOVA on marital statuses)

H_1: Customer satisfaction levels significantly vary among income levels (ANOVA on income)

H_1: Customer satisfaction levels significantly vary among jobs (ANOVA on job)

H_1: Product has significant correlation with Customer Satisfaction (Correlation between P1 and Customer Satisfaction)

H_1: Price has significant correlation with Customer Satisfaction (Correlation between P2 and Customer Satisfaction)

H_1: Place has significant correlation with Customer Satisfaction (Correlation between P3 and Customer Satisfaction)

H_1: Promotion has significant correlation with Customer Satisfaction (Correlation between P4 and Customer Satisfaction)

H_1: People has significant correlation with Customer Satisfaction (Correlation between P5 and Customer Satisfaction)

H_1: Process has significant correlation with Customer Satisfaction (Correlation between P6 and Customer Satisfaction)

H_1: Physical Evidence has significant correlation with Customer Satisfaction (Correlation between P7 and Customer Satisfaction)

H_1: Product has significant impact on Customer Satisfaction (Regression between P1 and Customer Satisfaction)

H_1: Price has significant impact on Customer Satisfaction (Regression between P2 and Customer Satisfaction)

H_1: Place has significant impact on Customer Satisfaction (Regression between P3 and Customer Satisfaction)

H_1: Promotion has significant impact on Customer Satisfaction (Regression between P4 and Customer Satisfaction)

H_1: People has significant impact on Customer Satisfaction (Regression between P5 and Customer Satisfaction)

H_1: Process has significant impact on Customer Satisfaction (Regression between P6 and Customer Satisfaction)

H_1: Physical Evidence has significant impact on Customer Satisfaction (Regression between P7 and Customer Satisfaction)

H_1: Product, Price, Place, Promotion, People, Process and Physical Evidence explain variation in Customer Satisfaction (Testing the overall 'Regression' model)

Chapter IV

RESEARCH RESULTS

This research used questionnaires to collect data with a sample group of 431 fitness members in Bangkok Metropolis. Data was coded and analyzed to get the results as follows respondents' Demographic Information

Respondents' Demographic Information: 11 questions were adopted for the demographic questionnaire in order to know about customers' demographic information on (1) age, (2) gender, (3) membership, (4) frequency of going fitness, (5) reason (6) distance, (7) information, (8) education level, (9) marital status, (10) income and job. Data collected from 431 respondents from 46 districts in Bangkok metropolis. After running statistical analysis, the results are come out as follows.

Table 3 Respondents' gender

Respondents' Gender		Frequency	Percentage
1	Male	214	49.7
2	Female	217	50.3
Total		**431**	**100.0**

Table 3. reflects that the study has 49.7% males and 50.3% females; in other words, it is more or less quite fairly distributed in terms of gender.

Table 4 Respondents' age

	Respondents' Age	Frequency	Percent
1	Under 20	39	9.0
2	21 to 30	209	48.5
3	31 to 40	131	30.4
4	41 to 50	36	8.4
5	51 and above	16	3.7
Total		**431**	**100.0**

Table 4. reflects that the study has 9% respondents under or the age of 20, 48.5% respondents between ages 21 and 30, 30.4% respondents between ages 31 and 40, 8.4% respondents between ages 41 and 50 and 3.7% respondents who are aged 51 or above; in other words, it is more or less quite distributed in terms of ages while majority age range is 21 to 40.

Table 5 Respondents' month of membership

	Month of Membership	Frequency	Percent
1	Under 12 Months	171	39.7
2	13 to 36 Months	170	39.4
3	37 to 60 Months	57	13.2
4	61 Months and Above	33	7.7
Total		**431**	**100.0**

Table 5. reflects that the study has almost 40% respondents have been a member of the fitness centre for a year; also almost 40% respondents have been member of the fitness centre for 1 to 3 years. Moreover, 13% and 7% respondent have been a member of the club for 3 to 5 years and 5 or more years, respectively.
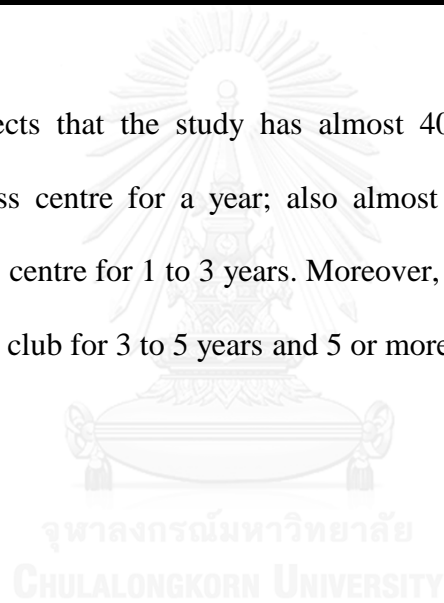
	Frequency	Frequency	Percent
1	Fewer than once a week	12	2.8
2	Once a week	20	4.6
3	Twice a week	62	14.4
4	Three times a week	108	25.1
5	More than three times a week	228	52.9
6	9.0 (Unanswered)	1	.2
Total		**431**	**100.0**

Table 6 Respondents' frequency of going to fitness center

Table 6 reflects that majority of the respondents, which is 14.4%, 25.1% and 52.9%, visit the fitness centres twice a week, thrice a week and more than thrice a week, respectively. The highest proportion is of the people visiting more than thrice a week, which is 52.9%.

Table 7 Respondents' purpose of going fitness center

Respondents' Purpose		Frequency	Percent
1	Lose Weight	110	25.5
2	General Fitness	196	45.5
3	Train for bodybuilding/power lifting	104	24.1
4	Social Environment	21	4.9
Total		**431**	**100.0**

Table 7 reflects that majority of the respondents, 25.5%, 45.5% and 24.1%, come to the fitness centres for the purpose of losing weight, general fitness and train for bodybuilding/power lifting, respectively. The highest proportion is of the people visiting for general fitness, which is 45.5%.

Table 8 Distance respondents have to travel to fitness center

Distance to fitness center	Frequency	Percent
1 Within 2 KM	138	32.0
2 Within 3-5 KM	158	36.7
3 Within 6-10 KM	80	18.6
4 Within 11-15 KM	45	10.4
5 16 KM or more	10	2.3
Total	**431**	**100.0**

Table 8 reflects some good insights; customer of fitness centres, who live more than 6 kilometres far from the centre, come to the fitness centre with a majority of almost 31%. However, 69% of people live as close as within 2 km to 5 km radius.
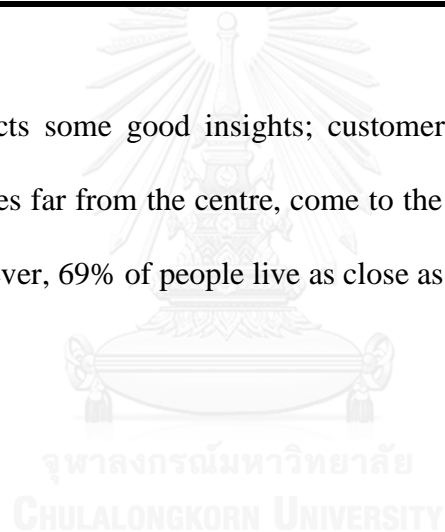
Table 9 The way respondents get information about their fitness center

Information		Frequency	Percent
1	Driving by(Hanan and Karp 1989, Creswell 2003, Cheng 2010, Fattis P., Bendle N. et al. 2010, Fernqunst 2011)	145	33.6
2	Facebook	92	21.3
3	Line	5	1.2
4	Radio	3	.7
5	Newspaper	5	1.2
6	Current or past member	115	26.7
7	TV	5	1.2
8	Other	60	13.9
Total		431	100.0

Table 9 suggests that 33.6%, 21.3%, 26.7% and 13.9% people got to know about their current fitness centre from driving by, Facebook, Current or past customer, and, other sources, respectively. This also suggests that almost 14% people are dependent on other sources, which once known and identified, can prove as beneficial means for marketing communications. Also, information gather by driving by is the highest followed by current of past member which suggest the importance of on centre marketing as well referral and word-of-mouth of current or past customers who are satisfied.

Table 10 Respondents' education level

Respondents' Education Level	Frequency	Percent
1 Below High School	9	2.1
2 High School	58	13.5
3 Bachelor's Degree	282	65.4
4 Master's Degree or Higher	81	18.8
5 9.0 (Unanswered)	1	.2
Total	**431**	**100.0**

Table 10 suggest that majority of the respondents have a bachelor's degree (65.4%) while the second highest proportion is that of master's (or higher) degree carriers (18.8%).
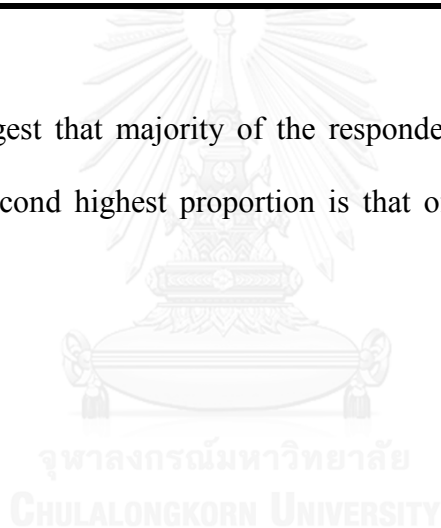
Table 11 Respondents' marital status

Marital Status		Frequency	Percent
1	Single (Never Married)	295	68.4
2	Married	126	29.2
3	Separated	4	.9
4	Widowed	3	.7
5	Divorced	3	.7
Total		**431**	**100.0**

Table 11 suggests that majority of the people are either single and never married (68.4%) or Married (29.2%). This also suggests the potential target market of the fitness centres which is highly visited by people who are determined towards fitness and less determined towards getting married, something that is a good insight for future targeted marketing communications.

Table 12 Respondents' income level

Income Level		Frequency	Percent
1	Less than 16,000	85	19.7
2	16,000 - 25,000	128	29.7
3	25,000 - 35,000	82	19.0
4	35,000 - 50,000	44	10.2
5	More than 50,000	47	10.9
6	Not Working (Depended)	45	10.4
Total		**431**	**100.0**

Table 12 suggest that respondents belong to all sorts of income groups and that the respondents are almost fairly distributed in the income levels to give a generalized direction towards other important variables that are customer satisfaction and 7 Ps of service marketing mix. In other words, customer satisfaction can be proved to have a relationship different Ps of service marketing for all income groups, similar to both genders.

Table 13 Respondents' job

Job		Frequency	Percent
1	Student	60	13.9
2	Government Employment	42	9.7
3	Other Professions	73	16.9
4	Private Company	174	40.4
5	Self-employed	81	18.8
6	9.0	1	.2
Total		**431**	**100.0**

Table 13 suggest that majority of people are working in private companies (40.4%) followed by self-employed people (18.8%) and other professions (16.9%). The fitness centers are also popular among students as almost 14% respondents reflect students.

Cross Tabulation

Cross tabulation was used to further understand the demographics after linking different demographics with one another. Not all of the cross-tabulations are included; just the ones that have more insights and meaning that the research is looking for.

Table 14 Gender and months of membership Cross-tabulation

Gender	Months of Membership				Total
	Under 12 Months	13 to 36 Months	37 to 60 Months	61 Months and Above	
Male	77	82	35	20	214
Female	94	88	22	13	217
Total	171	170	57	33	431
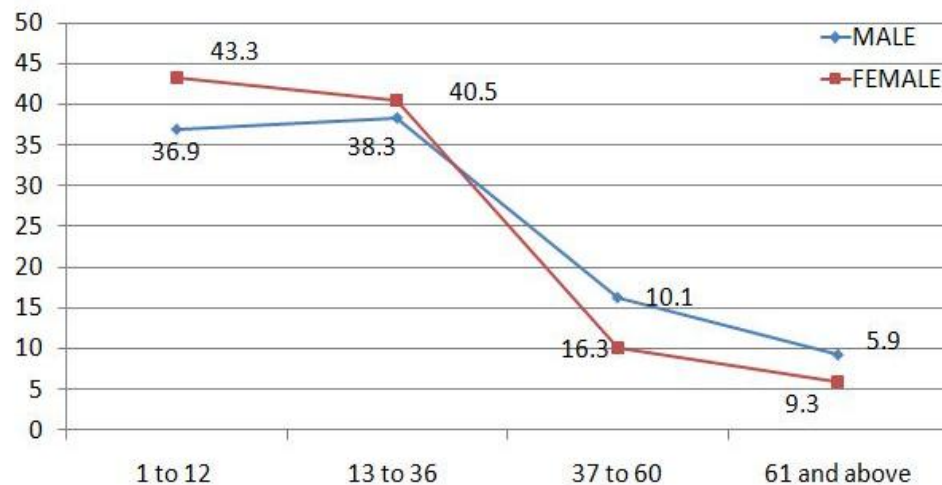
Figure 3 Gender and membership

Table 14 and figure 3 suggest that males and females stay as members of the fitness clubs for up to 3 years with a slight increase in males and decrease in females during this period. After 3 years, the membership for both males and females plummet until 5 years and they decline only gradually afterwards.

The important point that can be noted here is that the 3rd year is the vital time to regain interest from the members in order to retain them. It also suggests that not all people continue coming to the fitness centres for long-terms. However, the ones that stay members do so for several years. Also, females both join and lose interest easier and more frequently than males.

Table 15 Gender and frequency of going to fitness center Cross-tabulation

Gender	Frequency					Total
	Fewer than once a week	Once a week	Twice a week	Three times a week	More than three times a week	
Male	3	5	21	46	139	214
Female	9	15	41	62	89	217
Total	12	20	62	108	228	431
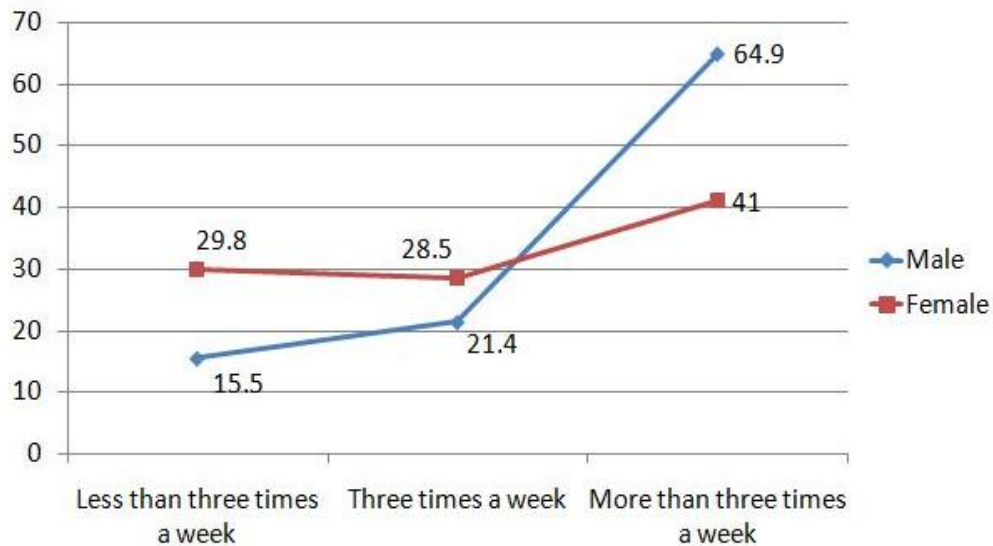
Figure 4 Gender and frequency

Table 15 and Figure 4 suggest that female members vary rather evenly in the number of times they use the fitness club with only a slight increase in the group who visit for more than 3 times a week. For males, however, the majority (64.9%) can be seen using the gym for more than 3 times a week and only a very small number (15.5%) uses the gym for less than 3 times a week. This suggests that males are generally more dedicated to the gym and focused for more days of coming to the fitness centres than females.

Table 16 Gender and purpose of going to fitness center Cross-tabulation

Gender	Purpose				Total
	Lose Weight	General Fitness	Train for bodybuilding/power lifting	Social Environment	
Male	29	92	87	6	214
Female	81	104	17	15	217
Total	110	196	104	21	431
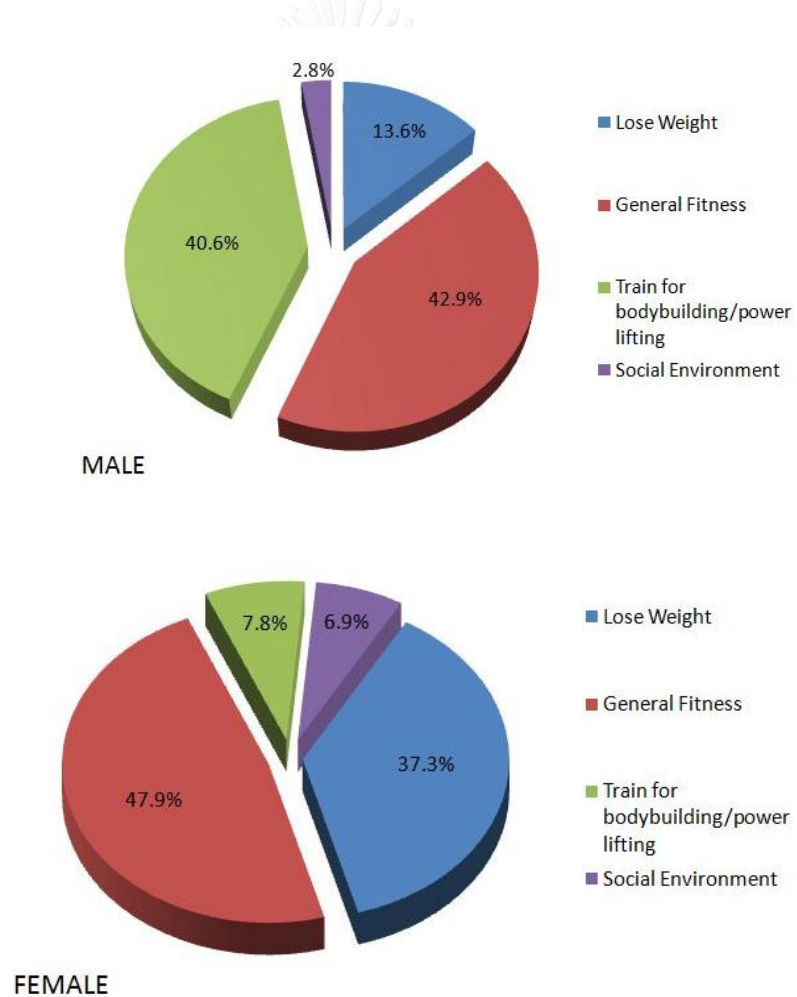
Figure 5 Male and Female purpose of going fitness center

Table 16 and Figure 5 suggest very important information for fitness centres. For both male and female, the most popular reason for joining a gym given by almost half of all members surveyed is for 'general fitness'. Although they have a common main reason, the second reason for joining their gym totally differs for both male and female. Females are more focused on losing weight while males are interested in training for bodybuilding or power lifting.

This also helps understand that different marketing propositions can be used to relate with the purpose depending on males and females; in other words, if the marketing communication is developed for females it should show the weight losing and general fitness purpose and for males it should show general fitness and training for body building / power lifting.
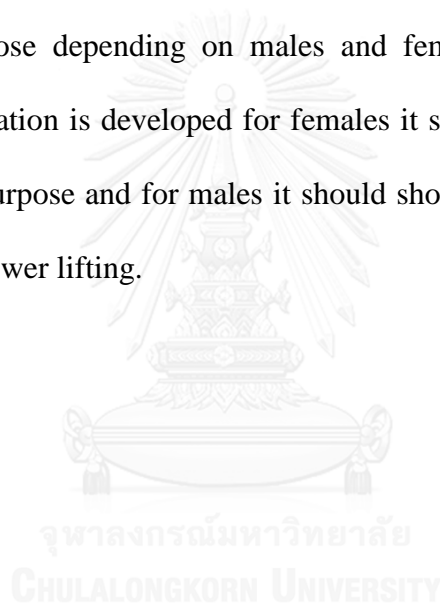
Table 17 Age and frequency of going to fitness center Cross-tabulation

Age	Frequency						Total
	Fewer than once a week	Once a week	Twice a week	Three times a week	More than three times a week	9.0	
Under 20	1	2	4	12	20	0	39
21 to 30	6	9	30	46	117	1	209
31 to 40	4	7	21	37	62	0	131
41 to 50	1	0	6	8	21	0	36
51 and above	0	2	1	5	8	0	16
Total	12	20	62	108	228	1	431
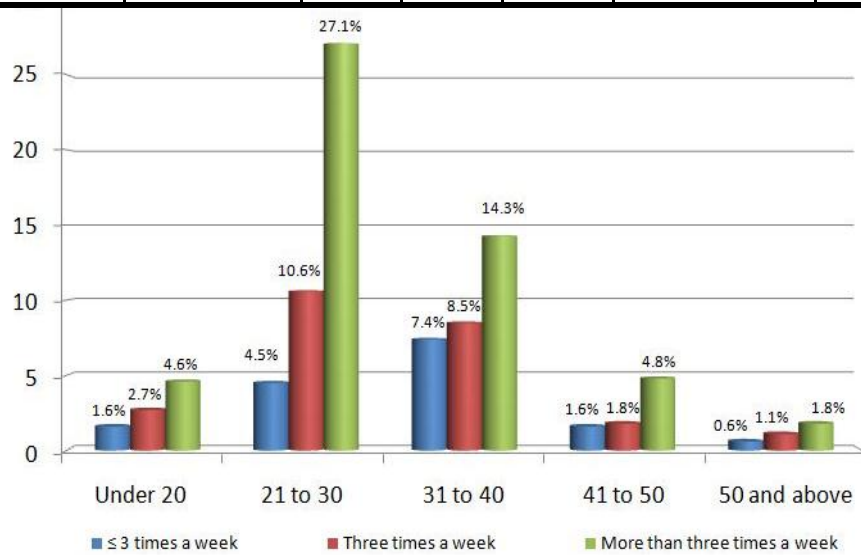
Figure 6 Age and frequency

Table 17 and Figure 6 suggest that majority of the respondents, regardless of the age, like to train 'more than thrice a week' at the fitness centres. Half of the people belonging to age group 51 and above, as well as more than half of the people belonging to age group 41 to 50 visit the fitness centres for more than thrice a week; so it can be gauged from this that regardless of the age, people like to come to the fitness centres very often.

Table 18 Age and purpose of going to fitness center Cross-tabulation

Age	Purpose				Total
	Lose Weight	General Fitness	Train for bodybuilding/power lifting	Social Environment	
Under 20	10	19	9	1	39
21 to 30	54	81	61	13	209
31 to 40	37	59	30	5	131
41 to 50	7	24	3	2	36
51 and above	2	13	1	0	16
Total	110	196	104	21	431
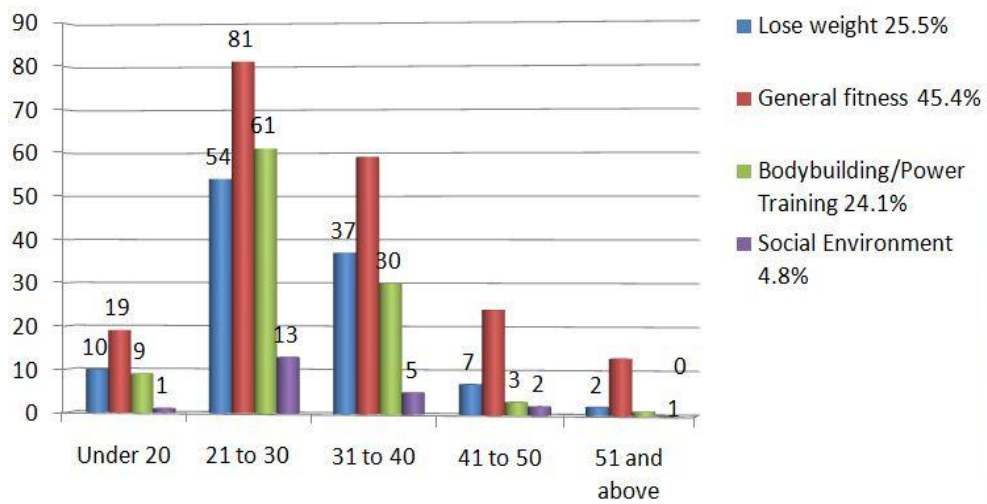
Figure 7 Age and purpose

Table 18 and figure 7 show that the largest age groups that visit the fitness club are aged between 20 and 40. This can be related to the fact that this age groups have more flexible time and own income having completed their school years and being at the working age.

The purposes that are related to good looks such as 'losing weight' and 'body building' are more apparent for people aged 20 to 40 although 'general fitness' remains the main purpose for all age groups.

Table 19 Age and the way respondents get Information Cross-tabulation

Age	Information								Total
	Driving by	Facebook	Line	Radio	Newspaper	Current or past member	TV	Other	
Under 20	13	10	0	0	0	6	0	10	39
21 to 30	66	55	3	1	3	56	3	22	209
31 to 40	45	24	0	1	2	35	2	21	131
41 to 50	14	3	1	1	0	16	0	1	36
51 and above	7	0	1	0	0	2	0	6	16
Total	145	92	5	3	5	115	5	60	431
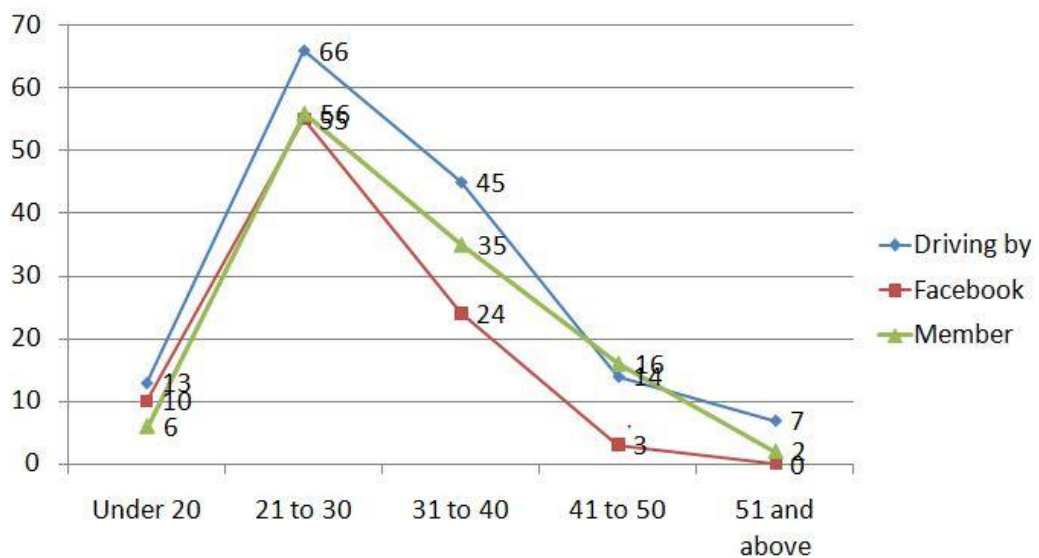
Figure 8 Age information

Table 19 and Figure 8 suggest that majority of people from each age group receive the information of fitness centers by the factor 'driving by'. The second means of getting information for younger people is via 'social media' such as Facebook. 'Through other members' also closely follows and over took 'social media' for patrons aged 30 and above.

This finding gives vital information about the importance of keeping the physical appearance of the fitness centers attractive, having up-to-date information on the internet and also keeping the current members happy in order to spread the word

Table 20 Summated Scales Descriptive Analysis

Service Marketing 7 Ps	Mean	Std. Deviation
Product	3.8148	.60716
Price	3.7749	.80791
Place	3.9095	.81479
Promotion	3.5418	.76192
People	3.8910	.65370
Process	3.8786	.70138
Physical Evidence	3.9080	.70658
Customer Satisfaction	4.0492	.60061

According to Table 20, means for each independent and dependent variable together with the standard deviation values reflect very positive insights. Mean values for each variable of greater than 3.5 suggests that mostly the people are inclined towards the agreement side rather than disagreement side; the standard deviation values of less than 1 suggests that responses are generally close to each other among the respondents. The minimum and maximum values, whereas, reflect that people do have levels of disagreement with each construct, among the respondents, as well as level of agreement.

Hypothesis Testing (ANOVA/t-test)

Table 21Gender statistics

	Gender	Mean	Std. Deviation	t	Sig
Customer Satisfaction	Male	4.00	.64	-.1.53	.127
	Female	4.09	.56		

*p> .05

H₁: Customer satisfaction levels non-significantly among males and females

Table 21 suggests that p-value or significance value is 0.530 which is more than 0.05 and thus the above hypothesis is rejected. This suggests that customer satisfaction levels equal among males and females.

Table 22 Age groups statistics

	Age group	Mean	Std. Deviation	F	Sig
Customer Satisfaction	Under 20	4.15	.65	.688	.601
	21 - 30	4.04	.59		
	31-40	4.03	.59		
	41-50	4.02	.61		
	51 and above	3.86	.63		

*p > .05

H₁: Customer satisfaction levels significantly vary among age groups

Table 22 provides with evidence to reject the above hypothesis; thus it can be concluded that customer satisfaction levels don't vary among age groups.

Table 23 Months of membership statistics

	Months of Membership	Mean	Std. Deviation	F	Sig
Customer Satisfaction	Under 12 Months	4.06	.59	.595	.619
	13 to 36 Months	4.04	.61		
	37 to 60 Months	3.94	.58		
	61 Months and Above	4.06	.54		

$*p > .05$

H₁: Customer satisfaction levels significantly vary among Months of Membership

Table 23 provides with evidence to reject the above hypothesis; thus it can be concluded that customer satisfaction levels don't vary among months of membership.

Table 24 Frequency of visit to fitness center statistics

	Frequency	Mean	Std. Deviation	F	Sig
Customer Satisfaction	Less than once a week	4.28	.720	1.948	.102
	Once a week	4.16	.621		
	Twice a week	3.88	.585		
	Three times a week	4.02	.619		
	More than three times a week	4.07	.587		

*p > .05

H₁: Customer satisfaction levels significantly vary among frequency

Table 24 provides with evidence to accept the above hypothesis; thus it can be concluded that customer satisfaction levels vary among age frequency of visits to fitness centres.

Table 25 Purpose to go to fitness center statistics

	Purpose	Mean	Std. Deviation	F	Sig
Customer Satisfaction	Lose Weight	4.12	.58	1.077	.359
	General Fitness	4.03	.59		
	Train for bodybuilding/power lifting	4.01	.64		
	Social Environment	3.89	.48		

*p > .05

H₁: Customer satisfaction levels significantly vary among purposes

Table 25 provides with evidence to reject the above hypothesis; thus it can be concluded that customer satisfaction levels don't vary among purposes of visits to fitness centres.

Table 26 Distance from fitness center statistics

	Distance		Mean	Std. Dev.	F	Sig	Pos Hoc Test
Customer Satisfaction	1	Within 2 KM	4.14	.60	5.814*	.000	1-4
	2	Within 3-5 KM	3.99	.57			
	3	Within 6-10 KM	4.17	.55			3-4
	4	Within 11-15 KM	3.79	.65			
	5	16 KM or more	3.60	.58			

*p < .05

H₁: Customer satisfaction levels significantly vary among respondents distance from fitness center.

Table 26 provides with evidence to accept the above hypothesis; thus it can be

concluded that customer satisfaction levels vary among living areas of respondents.

Table 27 Information   statistics

	Information		Mean	Std. Deviation	F	Sig
Customer Satisfaction	1	Driving by	4.05	.59	1.561	.145
	2	Facebook	4.05	.58		
	3	Line	4.48	.64		
	4	Radio	4.00	.40		
	5	News paper	3.32	.50		
		Current or past member	4.03	.59		
		TV	3.84	.74		
		Other	4.08	.64		

*p > .05

<u>*H₁: Customer satisfaction levels significantly vary among information*</u>

Table 27 provides with evidence to reject the above hypothesis; thus it can be concluded that customer satisfaction levels don't vary among information.

Table 28 Education level fitness center statistics

	Education		Mean	Std. Deviation	F	Sig
Customer Satisfaction	1	Below High School	4.02	.75	.280	.840
	2	High School	4.11	.64		
	3	Bachelor's Degree	4.03	.61		
	4	Master's Degree or Higher	4.03	.50		

*p > .05

<u>*H₁: Customer satisfaction levels significantly vary among education levels*</u>

Table 28 provides with evidence to reject the above hypothesis; thus it can be concluded that customer satisfaction levels don't vary among education levels.

Table 29 Marital status fitness center statistics

	Marital Status		Mean	Std. Deviation	F	Sig
Customer Satisfaction	1	Single (Never Married)	4.09	.60	3.302	.011
	2	Married	3.92	.57		
	3	Separated	4.55	.44		
	4	Widowed	3.73	.64		
	5	Divorced	3.53	.41		

*p > .05

<u>*H₁: Customer satisfaction levels significantly vary among martial statuses*</u>

Table 29 suggest why it varies for married and single people and not for separated, divorced or widowed people; it doesn't vary for said groups because of low response rates from each group, 4, 3 and 5, respectively.

Table 30 Income level fitness center statistics

Customer Satisfaction		Income level	Mean	Std. Deviation	F	Sig
	1	Less than 16,000	4.06	.60	.297	.914
	2	16,000 - 25,000	4.00	.63		
	3	25,000 - 35,000	4.03	.57		
	4	35,000 - 50,000	4.10	.52		
	5	More than 50,000	4.06	.63		
	6	Not Working (Depended)	4.09	.58		

*p > .05

H₁: Customer satisfaction levels significantly vary among income levels

Table 30 provides with evidence to reject the above hypothesis; thus it can be

concluded that customer satisfaction levels don't vary among income levels.

Table 31 Job statistics

Customer Satisfaction		Job	Mean	Std. Deviation	F	Sig
	1	Student	4.13	.61	1.558	.185
	2	Government Employment	3.93	.58		
	3	Other Professions	3.97	.60		
	4	Private Company	4.10	.60		
	5	Self-employed	3.97	.59		

*p > .05

H₁: Customer satisfaction levels significantly vary among jobs

Table 31 provides with evidence to reject the above hypothesis; thus it can be

concluded that customer satisfaction levels don't vary among jobs.

Table 32 Table 32 Pearson Correlations

No	7 Ps	Product	Price	Place	Promotion	People	Process	Physical Evidence	Customer Satisfaction
1	Process	.494*	.496*	.439*	.553*	.748*	-	.617*	.663*
2	People	.582*	.505*	.374*	.605*	-	.748*	.584*	.656*
3	Physical Evidence	.593*	.512*	.527*	.558*	.584*	.617*	-	.630*
4	Product	-	.590*	.448*	.610*	.582*	.494*	.593*	.553*
5	Price	.590*	-	.508*	.487*	.505*	.496*	.512*	.511*
6	Promotion	.610*	.487*	.430*	-	.605*	.553*	.558*	.522*
7	Place	.448*	.508*	-	.430*	.374*	.439*	.527*	.423*

*$p < .01$

To summaries the ANOVA and t-tests it can be said that customer satisfaction was found to vary between the groups of four demographic factors including: gender, frequency, lives and marital status. On the contrary, the customer satisfaction levels were similar for seven demographic factors including: age, months of membership, information, purpose, education levels, income levels and job. In a nutshell, the take away from this analysis is the fact that customer satisfaction levels are homogenous for most variables however they are different for certain variables and that should be kept in mind while targeting the customers on these factors which show difference within groups.

Hypothesis Testing (Correlation)

H₁: Product has significant correlation with Customer Satisfaction (Correlation between P1 and Customer Satisfaction)

Table 32 suggests, since P-value, or the significance value is 0.00 and is less than 0.05, thus the above hypothesis is accepted. In other words, it is proved that Product is significantly related with Customer Satisfaction; the value of 0.553 reflects that correlation is in acceptable range.

H₁: Price has significant correlation with Customer Satisfaction (Correlation between P2 and Customer Satisfaction)

Table 32 suggests, since P-value, or the significance value is 0.00 and is less than 0.05, thus the above hypothesis is accepted. In other words, it is proved that Price is significantly related with customer satisfaction; the value of 0.511 reflects that correlation is in acceptable range.

H₁: Place has significant correlation with Customer Satisfaction (Correlation between P3 and Customer Satisfaction)

Table 32 suggests, since P-value, or the significance value is 0.00 and is less than 0.05, thus the above hypothesis is accepted. In other words, it is proved that Place is significantly related with Customer Satisfaction; the value of 0.423 reflects that correlation is in acceptable range.

H₁: Promotion has significant correlation with Customer Satisfaction (Correlation between P4 and Customer Satisfaction)

Table 32 suggests, since P-value, or the significance value is 0.00 and is less than 0.05, thus the above hypothesis is accepted. In other words, it is proved that

Promotion is significantly related with Customer Satisfaction; the value of 0.522 reflects that correlation is in acceptable range.

H₁: People has significant correlation with Customer Satisfaction (Correlation between P5 and Customer Satisfaction)

Table 32 suggests, since P-value, or the significance value is 0.00 and is less than 0.05, thus the above hypothesis is accepted. In other words, it is proved that People is significantly related with Customer Satisfaction; the value of 0.656 reflects that correlation is in strong range.

H₁: Process has significant correlation with Customer Satisfaction (Correlation between P6 and Customer Satisfaction)

Table 32 suggests, since P-value, or the significance value is 0.00 and is less than 0.05, thus the above hypothesis is accepted. In other words, it is proved that Process is significantly related with Customer Satisfaction; the value of 0.663 reflects that correlation is in strong range.

H₁: Physical Evidence has significant correlation with Customer Satisfaction (Correlation between P7 and Customer Satisfaction)

Table 32 suggests, since P-value, or the significance value is 0.00 and is less than 0.05, thus the above hypothesis is accepted. In other words, it is proved that Physical Evidence is significantly related with Customer Satisfaction; the value of 0.630 reflects that correlation is in strong range.

To summarize correlation analysis, all Ps of service marketing mix are significantly related with customer satisfaction; while product, price, place and promotion are in acceptable ranges, people, process and physical evidence are in strong range. Finally, it can be summarized that all 7 Ps of service marketing, if used and employed, it is likely that customer satisfaction levels will increase

Table 33 Hypothesis Testing (Regression)

Table 4.7.1 ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	67.678	1	67.678	330.108*	.000[b]
Residual	88.158	430	.205		
Total	155.837	431			
2 Regression	80.018	2	40.009	226.382*	.000[c]
Residual	75.818	429	.177		
Total	155.837	431			
3 Regression	85.357	3	28.452	172.781*	.000[d]
Residual	70.480	428	.165		
Total	155.837	431			
4 Regression	87.094	4	21.773	135.247*	.000[e]
Residual	68.743	427	.161		
Total	155.837	431			
5 Regression	87.802	5	17.560	109.954*	.000[f]
Residual	68.035	426	.160		
Total	155.837	431			
a. Dependent Variable: satisfactions					
b. Predictors: (Constant), process					
c. Predictors: (Constant), process, physical evidence					
d. Predictors: (Constant), process, physical evidence, people					
e. Predictors: (Constant), process, physical evidence, people, product					
f. Predictors: (Constant), process, physical evidence, people, product, price					

*p < .05

Table 33 summarizes the means, F-values and p-values (significance levels) for each of the five significant models that were found appropriate as per the

regression analysis. It is evident from the table that F value decreases with each model from 330.1 to 109.9 while the significance levels or p-values remain 0.00 for each model. The stepwise regression model was tested using the method of Bidirectional elimination which is a combination of forward selection and backward elimination. Testing of variables was done at each stage to include and exclude variables using pre-described selection criteria. The criteria were simply to Stepwise follow this: Probability-of-F-to-enter<= .050, Probability-of-F-to-remove >= .100; as evident in table 34.

Table 34 Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Process	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Physical evidence	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	People	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	Product	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
5	Price	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: satisfactions

The findings of regression, in terms of coefficients and five resulting models is reflected from table 35 which is as follows:

Table 35 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.839	.123		14.890*	.000
	Process	.570	.031	.659	18.169*	.000
2	(Constant)	1.393	.126		11.019*	.000
	Process	.376	.037	.435	10.103*	.000
	Physical evidence	.306	.037	.360	8.356*	.000
3	(Constant)	1.155	.129		8.955*	.000
	Process	.218	.045	.252	4.803*	.000
	Physical evidence	.260	.036	.305	7.153*	.000
	People	.265	.047	.288	5.694*	.000
4	(Constant)	.983	.138		7.122*	.000
	Process	.221	.045	.256	4.925*	.000
	Physical evidence	.213	.039	.250	5.508*	.000
	People	.217	.048	.236	4.491*	.000
	Product	.139	.042	.141	3.285*	.001
5	(Constant)	.975	.137		7.092*	.000
	Process	.209	.045	.241	4.627*	.000
	Physical evidence	.202	.039	.238	5.219*	.000
	People	.211	.048	.229	4.364*	.000
	Product	.106	.045	.107	2.356*	.019
	Price	.066	.031	.088	2.106*	.036

a Dependent Variable: satisfactions

*p > .05

Table 35 reflects five unique models which were included after passing the pre-set and pre-described criteria. The first model explains how the variable of process, alone, will cause variations in customer satisfaction by 0.570. When process and physical evidence are tested together and found significant then the beta value for each will be 0.376 and 0.306 respectively and thus it reflects the variations they will cause in customer satisfaction. If we see closely, adding of a new variable increased the total variation in the model and that was exactly why this test was done. The third model incorporates three variables namely process, physical evidence and people with beta 0.218, 0.260 and 0.265 respectively with these as variations in the dependent variable. The forth model incorporates four variables namely process, physical evidence, people and product with beta values of 0.221, 0.213, 0.217 and 0.139 respectively. Finally, the fifth model incorporates the maximum of five variables which are namely process, physical evidence, people, product and price with beta value of 0.209, 0.202, 0.211, 0.106 and 0.066 respectively; here the important point to note is the fact that maximum significant variables, that will increase the models effectiveness, are incorporated and here the total of all the betas is maximum (0.794). Equally important is the fact that place and promotion are excluded from each of these five models due to their insignificance in the model with respect and relation with the dependent variable that is customer satisfaction.

H₁: Product has significant impact on Customer Satisfaction (Regression between P1 and Customer Satisfaction)

H₁: Price has significant impact on Customer Satisfaction (Regression between P2 and Customer Satisfaction)

H₁: Place has significant impact on Customer Satisfaction (Regression between P3 and Customer Satisfaction)

H₁: Promotion has significant impact on Customer Satisfaction (Regression between P4 and Customer Satisfaction)

H₁: People has significant impact on Customer Satisfaction (Regression between P5 and Customer Satisfaction)

H₁: Process has significant impact on Customer Satisfaction (Regression between P6 and Customer Satisfaction)

H₁: Physical Evidence has significant impact on Customer Satisfaction (Regression between P7 and Customer Satisfaction)

Hypotheses for product, price, process, people and physical evidence are accepted while the hypotheses of place and promotion are rejected as per the test that was conducted and the values that it reflects.

To summarize regression analysis, five Ps of service marketing mix are confirmed to have been causing variations, significantly, in customer satisfaction; while product, price, people, process and physical evidence are found as significant, place and promotion have been found insignificant in terms of causing variations in customer satisfaction. Finally, Process has the highest value for likeness to increase levels of customer satisfaction followed by People, Physical Evidence, Product and price.

Chapter IV 5

CONCLUSIONS

This chapter provides the discussion of the research findings and analysis from previous chapter of the thesis. It includes conclusions, Overview of the respondents, discussions about the characteristics of participants and study variables, limitations, implication of the research findings. The suggestions for further studies related to this research are also given in the second part of this chapter.

Conclusions

This study aimed to examine The Relationship Between Service Marketing Mix and Customer Satisfaction in Commercial Fitness Center in Bangkok Metropolis. A sample of 431 participants who participated in fitness activities in commercial fitness center in Bangkok Metropolis was approached to collect the data through questionnaire with convenience sampling. Data collection was carried out from20th May to 17th June2016.

ANOVA was the main tool for this research as it was used to analyze the data collected in order to test the research hypothesis. The demographics profile of respondents such as gender, age, education level, income, job, material status, time spent for fitness was shown in percentage, mean, and standard deviation (S.D.). Furthermore, the averages of service marketing mix and customer satisfaction are also presented. Correlation analysis was used to find the significance in the relationship between service marketing mix and customer satisfaction. Regression analysis was used to find the relationship between service marketing mix and customer satisfaction.

It is the simultaneous combination of multiple factors (independent variables) to assess how and to what extent they affect a certain outcome (dependent variable).

Overview of the respondents

According to the research findings, males and females are more or less fairly distributed, which were 49.7%n= 214 for malesand50.3% n=217forfemales.

With regards to age group so participants, the majority of respondents were from 21 to 40 years old 78.9%.

The study reflects that 39.7% respondents have been a member of the fitness for a year; also 39.4% respondents have been member of the fitness center for 1-3 years.

The highest proportion of participant is visiting fitness center more than thrice a week, which is 52.9%.

The majority of the respondents, 25.5%, 45.5% and 24.1%, come to the fitness centers for the purpose of losing weight, general fitness and train for bodybuilding/power lifting, respectively. The highest proportion is of the people visiting for general fitness, which is 45.5%.

Customers of fitness centers, who live more than 6 kilometres far from the center, come to the fitness center with a majority of almost 31%. However, 68.7% of people live as close as within 2 km to 5 km radius.

The most of the people got information about their fitness center from driving by 33.6% second and third highest rates are current or past members 26.7% and Facebook 21.3%.

More than a half of respondents (65.4%) have Bachelor's degree and the second highest proportion is that master's degree or higher degree carriers (18.8%).

In addition, the majority of the people are either single and never married (68.4%) or married (29.2%).

The study suggests that respondents belong to all sorts of income groups and that the respondents are almost fairly distributed in the income levels. 19.7%, 29.7, 19%, 10.2%, 10.9% and 10.4% people who are participating fitness centre's income level less than 16,000, 16,000 to 25,000, 25,000 to 35,000, 35,000 to 50,000, more than 50,000 and not working (depended) respectively in terms of Thai baht.

Service Marketing Mix and Customer Satisfaction in Bangkok Metropolis

The research successfully gauged relationship between factors (Ps) in service marketing mix and customer satisfaction; thus the conclusions are as follows:

1. People like to come to the fitness centres very often.

2. Females are more focused on losing weight and general fitness while males are more focused on general fitness and training for bodybuilding or power lifting.

3. All people continue coming to the fitness centres for long-terms; also the majority of them come thrice or more in a week to these fitness centres.

4. Customer satisfaction levels are similar for most demographic variables however they do vary for variables like gender, frequency of visits by members, area of living of the members in terms of how far they live, and marital status of the members.

5. Only five of the seven Ps of service marketing mix are proven to bring variations in the customer satisfaction levels.

Service Marketing 7 Ps

All 7 Ps of service marketing mix have a positive relationship with customer satisfaction; while the 5 Ps of product are in acceptable range, the 2 extend Ps, which are specifically used for services, are in strong range and reflect stronger relationship between the variables.

The first P is **product**. The customers will firstly pay attention to the product. It is mainly related facilities and service provided. Customers see if there are all facilities that meet their expectations. The study shows that females mainly go to the fitness centres for losing weight and naturally look for the tools that help them with this. On the other hand, males go to fitness centres for mainly weightlifting and bodybuilding, likewise they look for the related tools when they come to the place. If they find the necessary tools and they are enough in number and quality their satisfaction level goes up.

The second P is **people**. Once the customers realize the fitness centre has all necessary tools for their satisfaction, this is not just final yet. There needs to be someone who understands there who can use it. The fitness instructors should be well educated and aware of the latest developments in the area. They should be able to know and show what they need those tools for. Preferably explain them scientifically. The staff who puts great effort on the development of the customers and motivates them will eventually have a bigger impact on the customer fulfillment. If they are helpful in helping the customers achieve their goals, this leads to the indication that there is enough base for customer's satisfaction.

The third P if **physical evidence**. The outside and physical look of the fitness centre catches the eyes of the customers furthermost. When people drive or pass by a place, they look at how the place looks on the outside, how well its name is written, which colors are used to highlight it and which colors are used to paint it. After they enter the area the physical appearance is very important. The way the tools are arranged, how big the centre is and how beautifully the interior is decorated all have a say in how a customer perceives the place.

The fourth P is **process**. Delivering a good service that includes a proper implementation of the classes, their proper explanation and timely provision bears a great significance. According to a survey, %52.9 fitness goers visit the centres at least 3 times a week. They give a big deal of importance to this. However, if the schedule of fitness centre is not in accordance with the customers' needs, then there is a problem. The centre should provide timely classes that suit the customers' habitual and routine daily timetables.

The fifth P is **price**. Price has always been an important factor in choosing a particular service. And the majority of people who go the fitness centres belong to the group of people that have proper jobs and income. Since all Ps are related and connected to each other, each should properly represent one another. Price sensitive people may not be able to afford, while others may not do it at a later stage of their lives due to health or other reasons. A very good quality service is attractive as long as it is properly priced within norms.

Discussion

In order to highlight the significance of the research it is necessary to highlight that from 431 responses data collected. Also, the validity and reliability test were done to enhance the significance of the research.

The research had a single question which required identification and prove of a relationship that existed (or not existed) between the 7 Ps of service marketing mix and customer satisfaction, in commercial fitness centers of Bangkok. The research question is answered through the data collection and data analysis which confirms that each of the 7 Ps was found to have relationship with customer satisfaction.

Moving forward, it was the aim and objective of the research to find variables that cause positive (or negative) variation in customer satisfaction together with identifying which would be the variable that causes maximum positive (or negative) variations. The aim and objective was fulfilled by the data collection and data analysis which suggests that five variables (Process, People, Physical Evidence, Product and price) cause positive variations in customer satisfaction; of these four variables, 'People' is the variable that causes maximum positive variation in customer satisfaction.

From data collection and analysis it was also confirmed and proved that customer satisfaction varies between the groups of four demographic factors including: gender, frequency, lives and marital status. On the contrary, the customer satisfaction levels are similar for seven demographic factors including: age, months of membership, information, purpose, education levels, income levels and job.

The findings of this research are in line with the literature. While Price was found to have a relationship with customer satisfaction the literature confirms this

finding since according to Laura F. (2013), 55% of consumers are willing to pay more for a better customer experience. Also, the finding of this research that all variables of service marketing mix (independent variables) have a relationship with customer satisfaction (dependent variable), the literature proves the same as according to Yelkur R. (2000), the elements in the services marketing mix influence and positively affect customer satisfaction.

It is also shown in the previous researches that organization should pay more attention to their employees same as to their customers, and this would increase both employee motivation as well as customer satisfaction (Lin, 2012). The results of the study show similar findings as the variable 'People' is the variable, as proved by this research, which is likely to cause the highest positive variation in customer satisfaction, if it is improved or increased. Furthermore, Alexandris and Palialia (1999) also suggest that both administrative staff and supporting staff should pay attention to meeting customers' social needs and expectations to keep them satisfied; again the literature supports the findings of this study on the variable of 'People'. Also, Chen T. (2008) findings, further compliment and confirm the findings of this research's most important and vital variable, that indicated employees play key roles in customer satisfaction and retention, as their responses influence customer service equality perceptions.

Product was proved as another variable that, if increased, is likely to increase customer satisfaction; the literature shows similar results as according to Oliver (1980), Wang Y. H. and Lo P. (2002)the most significant factor for customer satisfaction is the quality of product/service that customers receive and it therefore, plays a major role in the success or failure of the sports clubs.

Physical Evidence was proved as another variable that, if increased, is likely to increase customer satisfaction; the literature shows similar results as according to Salamat (2012) arrangement as well as availability of the equipments also important for customers' satisfaction; moreover, according to Rafiq & Ahmed (1995) physical evidence is a variable of great importance because the customers normally judge the quality of the service and product through physical evidence.

It is a fact that many services involve personal interactions between customers and the service employees, and they strongly influence the customer's perception of service quality (Hartline & Ferrell, 1996) and both these factors are linked with increasing customer satisfaction (Keller, 2013; Kotler and Keller, 2009). Thus, it can be concluded in the discussion that customer's perception and service quality can also play an important role if they are incorporated in the similar researches in the future.

Recommendations for each P identify

The research successfully gauged relationship between factors (Ps) in service marketing mix and customer satisfaction; thus the recommendations are as follows:

The analysis of data helped in understanding that different variables vary for each gender thus it can be recommended that marketing propositions can be used to relate with the purpose depending on males and females. In other words, if the marketing communication is developed for females it should show the weight losing or general fitness purpose and for males it should show either general fitness or training for body building / power lifting, as these are the majorly seen purposes for each gender and something that each gender can together relate to (general fitness) as

well as uniquely relate to (losing weight for females and training for body building or

power lifting for males).

If increased, People, Process, Physical Evidence, Product and Price cause the highest variations in customer satisfaction levels, in the same order; incorporating strategic decisions to improve these elements are recommended as it is highly likely that these variables would increase and improve the customer satisfaction levels.

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APPENDIX

APPENDIX A

PANEL OF IOC EXPERTS

1. Assoc. Prof Tepparasit Gulthawatvichai

    Faculty of Sports Science, Chulalongkorn University

2. Prof. Dr. Chaipat Lawsirirat

    Faculty of Sports Science, Chulalongkorn University

3. Asst. Prof. Pram Inprom

    Faculty of Social Sciences and Humanities

    Mahidol Universty

4. Asst. Prof. Chatchai Chatpunyakul
    Faculty of Sports Science, Chulalongkorn University

5. Mr. Pulsak Satjathamnukul

    Faculty of Education

    Institute of Physical Education Bangkok

APPENDIX B

QUSTIONNAIRES IN ENGLISH

Demographic questionnaire (Please tick only one answer for each question listed below)

1- Gender ☐ Male ☐ Female

2- Age ----

3- Gym member for? ---- Year (s) ---- Month (s)

4- How often do you visit the Fitness Center?

  ☐ Less than once week ☐ Once a week ☐ Twice a week
  ☐ Three times a week ☐ More than three times a week

5- I go to fitness to

  ☐ Lose weight ☐ General fitness
  ☐ Train for bodybuilding/power lifting ☐ Social environment

6- How far away from fitness center do you live?

  ☐ Within 2 km ☐ Within 3-5 km ☐ Within 6-10 km
  ☐ Within 11-15 km ☐ More than 16 km

7- How did you hear about your fitness

  ☐ Driving by ☐ Facebook ☐ Line ☐ Radio
  ☐ News paper ☐ Current or past member ☐ TV ☐ Other

8- What is your education level?

  ☐ Below High School ☐ High School
  ☐ Bachelor's degree ☐ Master's Degree and higher

9- What is your current marital status?

  ☐ Single (never ☐ Married ☐ Separated
  ☐ Widowed ☐ Divorced

10- What is your income in baht?

  ☐ Less than 16000 ☐ 16,000-25000 ☐ 25000-35000
  ☐ 35000-50000 ☐ More than 50000 ☐ Not working (Depended)

11- What is your job?

  ☐ Student ☐ Government employment ☐ Other professions
  ☐ Private company ☐ Self-employment

SERVICE MARKETING MIX

Please check the degree that best describe you are agree or disagree with the statement in the following base on the fitness center that your participating
(1)= Strongly Disagree (2)= Disagree (3)= Neutral (4)= Agree (5)= Strongly Agree

Service Marketing Mix			1	2	3	4	5
1.	PRODUCT	My fitness has good atmosphere.					
2.		My fitness has good social environment.					
3.		There are varieties of weight machines.					
4.		There are varieties of free weights.					
5.		There are varieties of sports activities.					
6.		There are activities for all my family members.					
7.	PRICE	The price for membership is reasonable.					
8.		The price for extra activities reasonable yoga, aerobic, spinning, etc…					
9.	PLACE	The location is convenient.					
10.		I do not have problem with car parking.					
11.	PROMOTION	Advertisement persuades me to be member of this fitness centre.					
12.		Sale promotion is attractive me to be member of this fitness centre.					
13.		I have free Wi-Fi and complimentary coffee, tea etc…					
14.		I have special discount.					
15.	PEOPLE	Staff is very friendly and helpfulness.					
16.		There are enough staffs.					
17.		Staffs have knowledge and skill.					
18.		Staffs take care of customers very well.					

OVERALL CUSTOMER SATISFACTION
(1)= Strongly Disagree (2)= Disagree (3)= Neutral (4)= Agree (5)= Strongly Agree

Overall Customer Satisfaction		1	2	3	4	5
1	I am satisfied with this fitness centre					
2	I am satisfied with my decision to choose this fitness centre					
3	I will recommend others about this fitness centre					
4	I am proud to be a customer of this fitness centre					
5	I have good experience with this fitness centre					

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX C

QUSTIONNAIRES IN THAI

ที่ ศธ ๐๕๑๒.๒๔/๐๐๕๗๗

คณะวิทยาศาสตร์การกีฬา
จุฬาลงกรณ์มหาวิทยาลัย
ถนนพระราม ๑ แขวงวังใหม่ กทม. ๑๐๓๓๐

๒๔ พฤษภาคม ๒๕๕๙

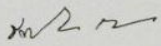เรื่อง   ขอความอนุเคราะห์เก็บข้อมูลงานวิจัย

เรียน

สิ่งที่ส่งมาด้วย   ๑. โครงร่างวิทยานิพนธ์
๒. แบบสอบถาม

ด้วย นายโอเมอร์ เซลิค (Mr. Omer Celik) นิสิตระดับมหาบัณฑิต ชั้นปีที่ ๒ แขนงวิชาการจัดการการกีฬา สาขาวิชาวิทยาศาสตร์การกีฬา คณะวิทยาศาสตร์การกีฬา จุฬาลงกรณ์มหาวิทยาลัย ได้รับอนุมัติโครงร่างวิทยานิพนธ์ เรื่อง "ความสัมพันธ์ระหว่างส่วนประสมทางการตลาดสำหรับธุรกิจบริการกับความพึงพอใจของลูกค้าในธุรกิจ ฟิตเนสเซนเตอร์ในกรุงเทพมหานคร" (THE RELATIONSHIP BETWEEN SERVICE MARKETING MIX AND CUSTOMER SATISFACTIONS IN COMMERCIAL FITNESS CENTERS IN BANGKOK METROPOLIS) ซึ่งเป็น ส่วนหนึ่งของการศึกษาตามหลักสูตรวิทยาศาสตรมหาบัณฑิต สาขาวิชาวิทยาศาสตร์การกีฬา ภายใต้การควบคุม ของ ผู้ช่วยศาสตราจารย์ ดร.วันชัย บุญรอด อาจารย์ที่ปรึกษาวิทยานิพนธ์

เพื่อให้การดำเนินการวิจัยสำเร็จลุล่วงไปด้วยดี ในการนี้ จึงใคร่ขอความอนุเคราะห์ให้ นายโอเมอร์ เซลิค เข้าทำการเก็บรวบรวมข้อมูลโดยแบบสอบถามกับสมาชิกที่มาใช้บริการภายในฟิตเนสเซนเตอร์ของท่าน จำนวน ๑๐ คน ทั้งนี้ ผู้วิจัยจะเป็นผู้ประสานในรายละเอียดต่อไป

จึงเรียนมาเพื่อโปรดพิจารณาให้ความอนุเคราะห์ในการเก็บข้อมูลวิจัยด้วย จักเป็นพระคุณยิ่ง และ ขอขอบคุณมา ณ โอกาสนี้

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ ดร.ชนินทร์ชัย อินทิราภรณ์)
คณบดี

หน่วยจัดการศึกษาศึกษา งานวิชาการและวิจัย
โทร.๐-๒๒๑๘-๑๐๔๐
โทรสาร ๐-๒๒๑๘-๑๐๔๐

ข้อมูลสำหรับกลุ่มประชากรหรือผู้มีส่วนร่วมในการวิจัย
ชื่อโครงการวิจัย"The relationships between service marketing mix and customer satisfactions in commercial fitness center in Bangkok metropolis"
ความสัมพันธ์ระหว่างส่วนประสมทางการตลาดสำหรับธุรกิจบริการกับความพึงพอใจของลูกค้าในธุรกิจฟิตเนสเซนเตอร์ในกรุงเทพมหานคร
ชื่อผู้วิจัย Omer Celik
ตำแหน่ง นิสิตระดับมหาบัณฑิต คณะวิทยาศาสตร์การกีฬา จุฬาลงกรณ์มหาวิทยาลัย
สถานที่ติดต่อผู้วิจัย 66/137 ถนนเฉลิมพระเกียรติ ซอย 87 หมู่บ้าน Connect Onnut Village 2 แขวงดอกไม้ เขตประเวศ กรุงเทพมหานคร 10250
โทรศัพท์มือถือ 099-0923490   E-mail :omernextg@gmail.com

เรียน ผู้มีส่วนร่วมในการวิจัยทุกท่าน
       ขอเรียนเชิญท่านเข้าร่วมในการวิจัยก่อนที่ท่านจะตัดสินใจเข้าร่วมในการวิจัยมีความจำเป็นที่ท่านควรทำความเข้าใจว่างานวิจัยนี้ทำเพราะเหตุใดและเกี่ยวข้องกับอะไรกรุณาใช้เวลาในการอ่านข้อมูลต่อไปนี้อย่างละเอียดรอบคอบและสอบถามข้อมูลเพิ่มเติมหรือข้อมูลที่ไม่ชัดเจนได้ตลอดเวลา
       งานวิจัยชิ้นนี้จัดทำขึ้นเพื่อศึกษา"the relationships between service marketing mix and customer satisfactions in commercial fitness center in Bangkok metropolis"
       โดยมีวัตถุประสงค์ของงานวิจัย คือ

- เพื่อศึกษา "The relationship between service marketing mix and customer satisfaction at commercial fitness center in Bangkok metropolis"
- เก็บข้อมูลโดยใช้แบบสอบถามและทำการเก็บข้อมูลด้วยตัวผู้วิจัยเอง (Omer Celik)

รายละเอียดของกลุ่มประชากรหรือผู้มีส่วนร่วมในการวิจัย

- บุคคลที่เป็นสมาชิกฟิตเนสเซนเตอร์ในกรุงเทพมหานคร จำนวน 500 คน
- มาจากทั้งหมด 50 เขตในกรุงเทพมหานคร
- แต่ละเขตจะใช้ผู้เข้าร่วมการวิจัยเพียงเขตละ 10 คน (โดยเลือกเฉพาะคนที่เต็มใจที่จะเข้าร่วมทำการวิจัยในครั้งนี้)
- ผู้เข้าร่วมการวิจัยในครั้งนี้จะต้องเป็นบุคคลที่ไม่มีความผิดปกติทางร่างกาย จิตใจและสติปัญญา

กระบวนการวิจัยที่กระทำต่อกลุ่มประชากรหรือผู้มีส่วนร่วมในการวิจัย
ข้อมูลจะถูกเก็บจาก 50 เขตในกรุงเทพมหานครแต่ละเขตจะเลือก

เลขที่โครงการวิจัย...........046-1/59.
วันที่รับรอง...........16 พ.ค. 2559
วันหมดอายุ...........15 พ.ค. 2560

กวนเวลาส่วนตัวของท่าน

ข้อมูลที่เกี่ยวข้องกับท่านจะได้รับการปกปิดและจะไม่เปิดเผยแก่สาธารณชน
โดยการนำเสนอผลการวิจัยจะนำเสนอเป็นภาพรวมข้อมูลใดที่สามารถระบุถึง
ตัวท่านได้จะไม่ปรากฏในรายงาน

หลังจากที่ผู้เข้าร่วมการวิจัยได้ทำการตอบแบบสอบถามผู้วิจัยจะมี
การมอบของที่ระลึกเป็นสายรัดข้อมือให้แก่ผู้เข้าร่วมการวิจัยเพื่อ
ตอบแทนที่ท่านได้สละเวลาในการตอบแบบสอบถามในครั้งนี้
หากท่านไม่ได้รับการปฏิบัติตามข้อมูลดังกล่าวสามารถร้องเรียนได้
คณะกรรมการพิจารณาจริยธรรมการวิจัยในคน 254 อาคารจามจุรี 1 ชั้น 2
ถนนพญาไท แขวงวังใหม่ เขตปทุมวัน กรุงเทพฯ 10330 โทรศัพท์/โทรสาร 0-
2218-3202 E-mail: eccu@chula.ac.th
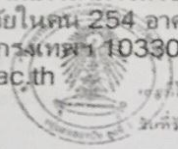
เลขที่โครงการวิจัย 046.1/59
วันที่รับรอง 16 พ.ค. 2559
วันหมดอายุ 15 พ.ค. 2560

ภาคผนวก 1 แบบสอบถามข้อมูลประชากร (กรุณาเลือกเพียงคำตอบเดียวในแต่ละคำถามด้านล่าง)

1- เพศ

☐ ชาย ☐ หญิง

เลขที่โครงการวิจัย..........046-1/59

2- อายุ_____ปี

วันที่รับรอง............16 พ.ค. 2559

3- ระยะเวลาการเป็นสมาชิกที่โรงยิม _____ปี_____เดือน

วันหมดอายุ............15 พ.ค. 2560

4- คุณเข้าศูนย์ออกกำลังกายบ่อยแค่ไหน

☐ น้อยกว่า 1 ครั้ง/สัปดาห์ ☐ 1 ครั้ง/สัปดาห์ ☐ 2 ครั้ง/สัปดาห์

☐ 3 ครั้ง/สัปดาห์ ☐ มากกว่า 3 ครั้ง/สัปดาห์

5- ใช้บริการศูนย์ออกกำลังกายเพื่อ

☐ ลดน้ำหนัก ☐ ออกกำลังกายทั่วไป

☐ เพาะกาย/ฝึกยกน้ำหนัก ☐ ตามสภาพแวดล้อมทางสังคม

6- ศูนย์ออกกำลังกายที่คุณใช้บริการไกลแค่ไหน

☐ ไม่เกิน 2 กิโลเมตร ☐ ไม่เกิน 3-5 กิโลเมตร ☐ ไม่เกิน 6-10 กิโลเมตร

☐ ไม่เกิน 11-15 กิโลเมตร ☐ มากกว่า 16 กิโลเมตร

7- คุณรู้จักศูนย์ออกกำลังกายที่คุณใช้บริการจากที่ไหน

☐ ขับรถผ่าน ☐ เฟสบุ๊ค ☐ ไลน์ ☐ สถานีวิทยุ

☐ หนังสือพิมพ์ ☐ สมาชิกปัจจุบันหรือสมาชิกเก่า ☐ โทรทัศน์ ☐ อื่นๆ

8- ระดับการศึกษาของคุณ

☐ ต่ำกว่าระดับมัธยมศึกษา ☐ ระดับมัธยมศึกษา

☐ ระดับปริญญาตรี ☐ ระดับปริญญาโทและสูงกว่า

9- สถานภาพปัจจุบันของคุณ

☐ โสด (ไม่เคยสมรส) ☐ สมรส ☐ แยกทางกัน

☐ เป็นหม้าย ☐ หย่าร้าง

10- คุณมีรายได้เท่าไหร่

☐ น้อยกว่า 16000 บาท ☐ 16000-25000 บาท ☐ 25000-35000 บาท

☐ 35000-50000 บาท ☐ มากกว่า 50000 บาท ☐ ยังไม่ได้ทำงาน

11- คุณประกอบอาชีพอะไร

☐ นักเรียน ☐ รับราชการ ☐ อาชีพอื่นๆ

☐ พนักงานบริษัทเอกชน ☐ ธุรกิจส่วนตัว

31

ภาคผนวก 2: กรุณาเลือกระดับความเห็นที่ตรงกับของคุณที่สุด ว่าเห็นด้วยหรือไม่เห็นด้วยกับข้อความต่อไปนี้ ให้

ตัดสินใจโดยพิจารณาจากศูนย์ออกกำลังกายที่คุณใช้บริการ

		ส่วนประสมทางการตลาดสำหรับธุรกิจบริการ	ไม่เห็นด้วยอย่างมาก 1	ไม่เห็นด้วย 2	ปานกลาง 3	เห็นด้วย 4	เห็นด้วยอย่างมาก 5
1.	ผลิตภัณฑ์	ศูนย์ออกกำลังกายของฉันมีบรรยากาศที่ดี					
2.		ศูนย์ออกกำลังกายของฉันมีสภาพแวดล้อมทางสังคมที่ดี					
3.		มีอุปกรณ์ช่วยฝึกประเภทต่างๆ(Machine weight) อย่างหลากหลาย					
4.		มีอุปกรณ์แบบอิสระ (Free weight) อย่างหลากหลาย					
5.		มีกีฬาหลากหลายประเภท					
6.		มีกิจกรรมสำหรับทุกคนในครอบครัวของฉัน					
7.	ราคา	มีราคาที่เหมาะสมสำหรับสมาชิก					
8.		มีราคาที่เหมาะสมสำหรับกิจกรรมพิเศษ เช่น โยคะ แอโรบิค และการปั่น เป็นต้น					
9.	สถานที่	สถานที่ตั้งมีความสะดวก					
10.		ไม่มีปัญหาเรื่องที่จอดรถ					
11.	โปรโมชั่น	มีการโฆษณาเชิญชวนให้ฉันเป็นสมาชิกของศูนย์ออกกำลังกายนี้					
12.		มีโปรโมชั่นการขายที่น่าสนใจทำให้ฉันเป็นสมาชิกของศูนย์ออกกำลังกายนี้					
13.		มีการบริการฟรีWifi เครื่องดื่ม ชา กาแฟ ฯลฯ					
14.		ฉันได้รับส่วนลดพิเศษ					

เลขที่โครงการวิจัย 046-1/59
วันที่รับรอง 16 พ.ค. 2559
วันหมดอายุ 15 พ.ค. 2560

15.		พนักงานเป็นมิตรและให้ความช่วยเหลือเป็นอย่างดี					
16.	ด้านบุคคล	มีพนักงานจำนวนมาก					
17.		พนักงานมีความรู้และทักษะ					
18.		พนักงานดูแลลูกค้าเป็นอย่างดี					
19.	ด้านกระบวนการ	พนักงานสามารถให้ในสิ่งที่ลูกค้าต้องการได้อย่างมีประสิทธิภาพ					
20.		พนักงานให้บริการตรงตามเวลาที่กำหนด					
21.		พนักงานสามารถแก้ไขปัญหาเบื้องต้นได้					
22.	ลักษณะทางกายภาพ	สถานที่สะอาดสม่ำเสมอ					
23.		ศูนย์ออกกำลังกายมีขนาดใหญ่มากพอ					
24.		ศูนย์ออกกำลังกายนี้มีความปลอดภัย					

ผภาคผนวก 3: กรุณาเลือกระดับความเห็นที่ตรงกับของคุณที่สุด ว่าเห็นด้วยหรือไม่เห็นด้วยกับข้อความต่อไปนี้ ให้

ตัดสินใจโดยพิจารณาจากศูนย์ออกกำลังกายที่คุณใช้บริการ

ความพึงพอใจของลูกค้าโดยรวม	ไม่เห็นด้วยอย่างมาก 1	ไม่เห็นด้วย 2	ปานกลาง 3	เห็นด้วย 4	เห็นด้วยอย่างมาก 5
1	ฉันพึงพอใจกับศูนย์ออกกำลังกายนี้					
2	ฉันพอใจที่ตัดสินใจเลือกศูนย์ออกกำลังกายนี้					
3	ฉันจะแนะนำศูนย์ออกกำลังกายนี้ให้คนอื่น					
4	ฉันภูมิใจที่ได้เป็นลูกค้าของศูนย์ออกกำลังกายนี้					
5	ฉันมีประสบการณ์ที่ดีกับศูนย์ออกกำลังกายนี้					

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MINISTRY OF SPORTS, MYANMAR   2012-2014

Advisor for Minister

27TH SEA GAMES WRESTLING, MYANMAR 2013

Coordinator of Tournament

HORIZON FOOTBALL CLUB, MYANMAR   2012-2014

Founder and, President of the club

MYANMAR WRESTLING FED., MYANMAR   2011-2014

Coordinator

HORIZON SPORTS ACADEMY, MYANMAR 2010-2014

Founder and Director

KYEIKASAN TENNIS CLUB, MYANMAR   2009-2012

Vice President