

**USERS' SATISFACTION WITH CHOOSING FITNESS SERVICE  
IN BANGKOK, THAILAND**

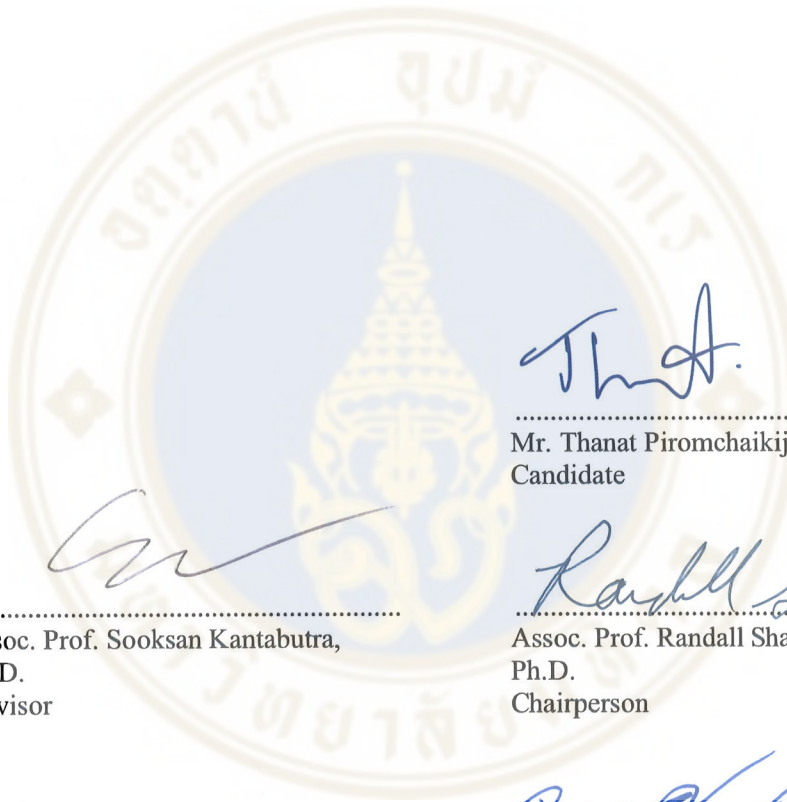


**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Thematic paper  
entitled  
**USERS' SATISFACTION WITH CHOOSING FITNESS SERVICE  
IN BANGKOK, THAILAND**

was submitted to the College of Management, Mahidol University  
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Thanat Piromchaikij

## **USERS' SATISFACTION WITH CHOOSING FITNESS SERVICE IN BANGKOK, THAILAND**

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M.M. (MARKETING AND MANAGEMENT)

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### **ABSTRACT**

The purpose of this study was to investigate user satisfaction that could lead them in using fitness services in Bangkok, Thailand, provided by factors affecting their decisions to use those fitness services. Though every user has individual activity purposes, preferences, and life factors, it's critical to choose the appropriate fitness services that fit your expectations. There are more than 2.2 million people from the social media community were interested in exercise activities and 1.4 million people from that community focus on exercise in the fitness center. Since in 2021, there is 81% of people will start to plan for their health by exercising and 42% of that number are willing to spend more time on their health. Nowadays, Fitness services keep expanding their branches and operating to respond to this need from users in terms of moving and focusing more on health consciousness after the COVID-19 pandemic.

With the steady growth of health consciousness from the user and fitness industry, it is beneficial to research the satisfaction level of the users of Fitness services in Bangkok, Thailand. The study's research objectives are to understand the factors that influence users to choose Fitness services in Bangkok, Thailand to suggest further improvement to the Fitness industry. Such analysis would benefit various stakeholders of the Fitness industry. The researcher purposively sampled 60 users of membership for Fitness services in Bangkok, Thailand. The research instrument was online questionnaires on the main factors that have a significant role in users' satisfaction. The relationship hypothesis between factors and satisfaction was tested in this study, including service quality, product/equipment effectiveness, accessibility, cost-effectiveness, and social influence. To reach the aforementioned objectives, this study implements quantitative method research to see the satisfaction level of each factor to Fitness services in Bangkok, Thailand.

According to the findings, it was found that the majority of the users of the Fitness services would be both males and females since the number of respondents is too close to each other and between 26 – 35 years of age. Importantly, it is evident that Fitness services are required to find ways to maintain their accessibility and product/equipment effectiveness for their users. As a result of the study, the researcher determined several ideas that led to defining the actionable recommendations for improving the satisfaction level of users of Fitness services in Bangkok, Thailand.

**KEY WORDS:** Fitness / Exercise / Gyms/ Satisfaction / Fitness marketing

42 pages

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## **CHAPTER I**

### **INTRODUCTION**

Currently, Bangkok, Thailand, has a wide range of fitness services. Virtually every corner of the street, when you're walking somewhere has fitness centers fully operational. This shows how health concerns have increased among Thai people in recent years. Therefore, each fitness service must perform a different approach strategy to attract users and encourage them to join the service as frequently as possible. Whether it be equipment, a location, a service, a membership program, or other services, every fitness services have a distinctive personality and range of services.

The infrastructure for fitness services varies depending on its users' target, where they are positioned, or other factors like the service fee involved to the users. Still, the overall objective for the user is always the same to enhance their overall health. The researcher assumes that it should be the reason behind the decision to choose Fitness services. So, the researcher is interested in finding out from the users' perspective concerning the factor that leads to their satisfaction with each fitness service, in addition to the service quality, equipment, location, cost, and social influence, which is taken the most into consideration to choose.

Due to the fact that consumers today have a wide range of choices on the market, there are many brands of fitness services now in Bangkok, Thailand. The top majority now according to the research (Mybest, 2022) would be these 3 brands, Jetts Fitness with 35 branches, Fitness First with 34 branches, and Virgin Active with 8 branches. Also, many fitness services are expanding branches or a newcomer opening. It leads to businesses must find a way or attract more customers away from their competitors in this cloud market. According to new research of the market summary of the Fitness industry in Thailand (Nalisa, 2021), one of these top 3 brands are having more than 10,000 million baht of its value business even during the COVID-19 pandemic and also still seeking to expand its values and branches to reflect the trend of exercise from consumers.



**Figure 1.1 Physical exercise and sports behavior of the people in 2021**

An online poll (พฤติกรรมทางออกกำลังกาย – การกีฬาแห่งประเทศไทย, n.d.) conducted by the Sports Authority of Thailand of 48.59 million users across all social media platforms found that 2.2 million of the respondents were interested in sports or exercising. Referring to the above information, it is mentioned that 63.4% of people turn to focus on exercise in the fitness center and weight training is also in the second trend of public popularity forecast. Therefore, from what the researcher has stated above, it is an opportunity for Fitness industry that can expand its business to gain more revenue.

## 1.1 Problem Statement

These days, consumers have increasingly focused on health consciousness since the pandemic of COVID-19 a few years ago. That led to the same way of the number of fitness services in Thailand has been also growing respectively to reflect the health consciousness trend among Thai people.

Referring to the HKTDC Research, 81% of the Thai consumers surveyed planned to spend more or about the same frequency as they do now on health, and they

found that 42% of that number are willing to spend more for their health (HKTDC, 2021). It is also aligned with the introduction statement about people turning to focus on exercise in the fitness center, and the number of it is more than 1.4 million.

Therefore, as the users have many brands or choices to choose from because the fitness industry is also kept themselves growing to serve this trend, the findings of the study will present fitness services insight as a recommendation to the fitness industry to enhance the experience of fitness users and to make further improvements to increase overall satisfaction that can draw users' attention.

## **1.2 Research objectives**

The researcher was conforming to the following objectives when conducting this study in order for it to be effective;

- Understanding the satisfaction of fitness users in Bangkok, Thailand.
- Learn about Bangkok, Thailand's fitness industry's expectations from users and requirements in order to better recommend solutions to the industry.

The researcher will explain and define the factors that could be considered as a driver to lead consumers' satisfaction for using Fitness services in Bangkok, Thailand, in the next chapter.

## **CHAPTER II**

### **LITERATURE REVIEW**

The researcher assumes that it is not only health that consumers seek from using Fitness services, but that there must be additional variables that influence a Fitness user's preference or decision to use that service. According to the research objectives, the variables with definitions would further explain through the paragraph below.

#### **2.1 Variable**

##### **2.1.1 Service Quality**

According to the findings of the study, positive perceptions of service quality are significantly and positively linked to higher levels of customer commitment. Service quality is acknowledged as an essential component of an organization's effort to gain a competitive advantage (Wilson et al., 2016), with a proven impact on organizational bottom-line financial performance and profitability (Kyoonyoo & Ah Park, 2007). From its realization in the early 80's until today, the basis of the conceptual foundation of service quality construct has relied upon the maximum fulfillment of customer needs and the absolute matching of service quality with customers' expectations (Gronroos, 1984, Parasuraman et al., 1985). Therefore, these are classified as: tangibles (physical facilities and equipment); reliability (dependability and accuracy in service provision); responsiveness (willingness to help customers); assurance (the knowledge and courtesy of employees); and empathy (Flood, 1995, p. 227). As a result, service quality might be defined as the customer's impression of how effectively a fitness provider matches user expectations. Quality is determined by both the service's fitness services provided and the expectations they contribute to establishing to meet customer experiences.

### **2.1.2 Product/Equipment Effectiveness**

A definition of the equipment is the fitness equipment that customers use when they workout at the fitness services. Overall product/equipment effectiveness measures an asset's level of productivity. The researcher found that there is a combination of three factors that tell how efficient an asset is, there are asset availability, asset performance, and production quality. Each one can tell something different about how an asset operates (Janahi et al., 2020). When equipment operates at its full capacity, it means that every item it produces is without defect in terms of quality, it is producing as fast as possible in terms of performance, and it experiences no unplanned downtime in terms of availability. Overall Equipment Effectiveness (OEE) is a valuable metric for measuring the effectiveness and utilization of equipment, which can reflect the customer or user satisfaction to use the fitness services because if the equipment keeps running well with no obstacles, users do not need to wait for long due to a lack of availability, and users can gain 100% result from its equipment when using it.

### **2.1.3 Accessibility**

Based on the researcher's definition, considering defined accessibility as the potential for interactions with any fitness services mostly. Accessibility is the time it takes a user to get to the fitness center from where they live or work (Jang & Choi, 2018). The availability and accessibility of exercise facilities heavily influence users in physical activity. At the end of the day, users can only take part in activities that are conveniently available to them. For people who live in isolated communities, the facilities available may be limited or non-existent. (Wei, 2020). Without an accessible nearby user in a reasonable period of time or locating it in a convenient location, most users may lead to unwilling to use that fitness service. Therefore, the facilities around Fitness Services are important to be one of factors that can influence users to use. For example, public transportation will need to be accessible to reach the fitness services easily, also, including having a parking lot.

### **2.1.4 Cost-effectiveness**

Definition according to Kotler and Armstrong (2010) price is the amount of money charged for a product or service or the sum of the values that customers exchange

for the benefits of having or using the product or service. Stanton, Michael, and Bruce (1994) defined price as the amount of money or goods needed to acquire some combination of other goods and their accompanying services. From this research study, the researcher can assume that the equipment inside the fitness services is a product and the staff inside their as a service for users to face. The marketing literature showed researchers' inclination toward price fairness in relation to customer satisfaction (Kukar-Kinney, Xia and Monroe, 2007; Martin-Consuegra, Molina, and Esteban, 2007). Since, price fairness is a critical problem that leads to satisfaction and the fair pricing contributes to customer satisfaction and loyalty as well. Perceived price is particularly significant since the researcher observed that offering fair pricing to users, in addition to building a long-term relationship, increased loyalty in terms of positive attitudes and behaviors in the case of doing long-term business. In this case, the membership fee is the monthly fee rate charged for customers to be enrolled in the fitness services. From this study, the researcher could conclude that people evaluate the value of products and services by comparing it with the amount of money they spend. The term "cost-effectiveness" refers to the process of comparing a product's or service's effectiveness to its costs. When it comes to product pricing and effective use, it is the critical consideration for users, which the business must take into consideration the perspective of the user. In terms of marketing, the link between cost-effectiveness and customer satisfaction could also be seen as a result, when considering service quality.

### **2.1.5 Social Influence**

Definition: In human social interaction, social influence is a powerful force. In many social interactions, people change their thoughts, attitudes, beliefs, or conduct to more closely match those of the people they contact with. Individuals are impacted by others because they are persuaded by persuasive arguments (Myers, 1982). Also, social influence looks at how behavior can be changed through pressures from others within a social context, once this pressure is understood it can be in turn used to influence participation in physical activity and exercise (Darlow & Xu, 2011). Consumers integrate the information they receive in this manner and use these cognitive structures to make sense of their surroundings. According to Foxall and Goldsmith, 1994, consumers apply this concept to reflect an integrated network of knowledge,

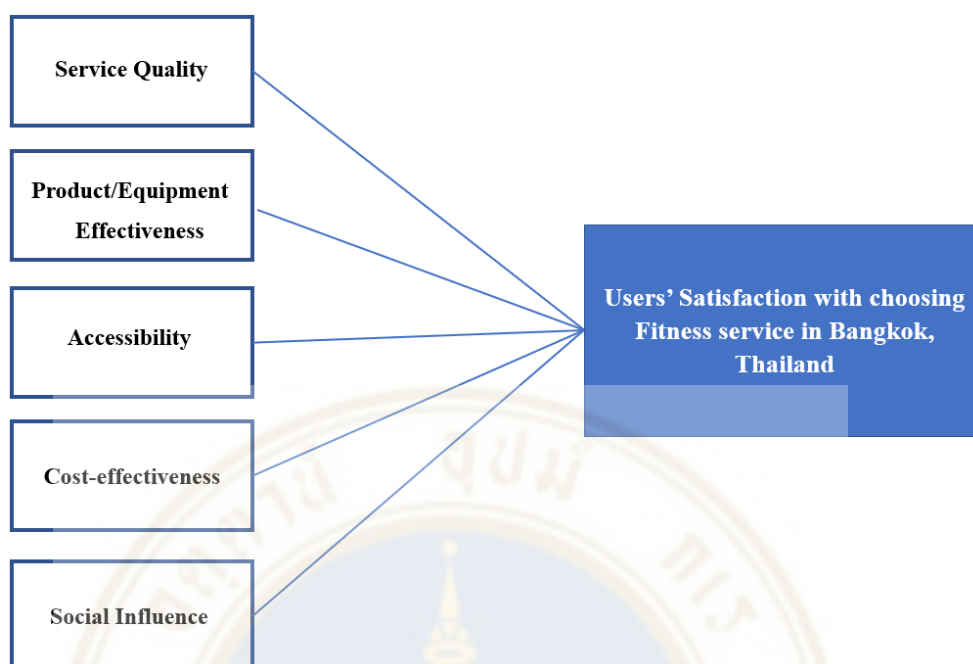
feelings, attitudes, and related thoughts and behaviors regarding a subject, a product category, brand, store, or buying process. In this regard, the process of changing feelings and behaviors that occurs unconsciously or indirectly when the majority influences the minority is known as social influence

The researcher found research from Perform (2019) has further described that it explained why individuals might become addicted to exercise either by the chemical releases (Tanaka et al. 2009) and personal experiences (Spink et al. 2013) or by the influence of others/leaders in an exercise group whose norms accept the consequences of exercise addiction (Parastatidou et al. 2012). As a result, the user's decision to use Fitness is influenced by others around them or the current social trends that might persuade people to switch from one brand to another.

#### **2.1.6 Overall Customer Satisfaction**

Definition: Customer satisfaction is defined as an "evaluation of the perceived discrepancy between prior expectations and the actual performance of the product" (Tse and Wilton, 1988, Oliver 1999). Satisfaction of customers with the products and services of a company is considered the most important factor leading toward competitiveness and success (Hennig-Thurau and Klee, 1997). Satisfaction serves to reinforce buyer loyalty and repeat the experience, whereas dissatisfaction leaves a negative attitude towards the service and the customer/ member usually drops out. Engel et al. (1995) defined satisfaction as 'a post consumption evaluation that a chosen alternative at least meets or exceeds expectations' (p. 273). The opposite response is dissatisfaction. This factor aims to understand the decision process behavior after the consumption of the product/service. Customers evaluate the product/service against their needs and expectations. The outcome is satisfaction or dissatisfaction.

## 2.2 Conceptual framework



**Figure 2.1 Conceptual framework**

According to the present findings, the researcher has designed a Conceptual framework to analyze this concept as the main theory to be developed for use in the study's core objectives. The satisfaction of users has been recognized by the researcher as a dependent variable. The independent variable will then be identified and further explain in detail through the paragraph below.

### 2.2.1 Service Quality (Driver, +)

Understanding the factors that the service quality from this study indicates that this factor would connect to the users' satisfaction since all businesses understands that they must put in the effort to gain a competitive advantage. If the fitness services respond effectively to users' expectations, this factor could be a driver of users' satisfaction.

### 2.2.2 Product/Equipment Effectiveness (Driver, +)

Product/Equipment effectiveness is the fact or state of having been affected by or gained knowledge through direct participation which all has been accumulated in



users' memory. By the way, the experience of each user could be both good or bad, depending on what they have faced in the Fitness services. Anyway, in this study, in terms of effectiveness, it is considered a driver for users to have more satisfaction with Fitness services.

### **2.2.3 Accessibility (Driver, +)**

One of the main considerations for users when deciding whether to visit a fitness center is accessibility. This factor is a key driver since users may decide to visit the fitness center if they feel it is convenient for them to do so, whether it is near to where they are or takes low commute time. Furthermore, accessibility is a key factor, followed by variety and customer interaction, because convenience can boost users' satisfaction and willingness to revisit. Users could even experience more convenience with the Fitness services as a result of the time or effort saved while going to the Fitness center.

### **2.2.4 Cost-effectiveness (Driver, +)**

Regardless of the study that users consider and compare the products, services, and costs that they must spend for, the opportunity to afford fitness memberships from users in this research could be considered as a driver. Because users have thus considered the cost before deciding to pay and then decided that paying for it is acceptable for them.

### **2.2.5 Social Influence (Driver, + or Barrier, -)**

Depending on the people or environment surrounding them, social influence is an effective way for individuals to change their thoughts, attitudes, or beliefs. Users may also utilize this approach to reflect on their purchasing decisions. Because it basically depends on each person's experience and their ability to influence others in a positive or negative way, the researcher considers this factor as both a driver and a barrier.

The methodology and how to get through this study is presented in next chapter 3.

## **CHAPTER III**

### **METHODOLOGY**

This chapter will go through the specifics of the current study's methodological research framework.

#### **3.1 Developing Research Methods**

The research methods utilized were influenced by the study's objective, which was to study the variables that influence users' preferences for and satisfaction with a fitness service in Bangkok, Thailand. Additionally, it aims to determine whether there are any variations in users' perceptions and which of the identified variables has the most impact on the satisfaction of people among various demographic groups in the community of fitness in Bangkok, Thailand.

As described earlier, the research's principal objective and conceptual framework foresee answering the following primary questions:

1. What are the factors that affect fitness users' satisfaction with choosing fitness service in Bangkok, Thailand?
2. What are the factors that affect fitness users' decision will not choose that fitness service in Bangkok, Thailand if they do not have that factor?

Additionally, the selected research methodology must be effective at answering the study objectives and evaluating the research questions, such as

- Understanding the satisfaction of fitness users in Bangkok, Thailand.
- Learn about Bangkok, Thailand's fitness industry's expectations from users and requirements in order to better recommend solutions to the industry.

In continuing to keep up with this, the researcher decided the study would utilize quantitative methodology. This method depends exclusively on field research to understand users' perspectives. The following paragraphs will provide great depth on applying the research tools, data collection, and data processing methodologies

implementing SPSS Statistics software to draw correlations and regressions, factor analysis comparing and contrasting the information gathered in quantitative data enabled the researcher to conclude the finding.

## **3.2 Quantitative Method**

The survey was used as the quantitative data collection method and based on the research assumption on the five factors influencing the satisfaction level of the users of Fitness Services in Bangkok, Thailand, the researcher developed a questionnaire for further distribution via online channels and direct-to the users at fitness center across difference of area in Bangkok, Thailand aiming for response collection and to ensure that the respondents are from a different area, gender, and brand of the fitness services. The questionnaire survey is divided into four main parts: screening questions, general questions, specific questions, and demographic questions of the respondents.

### **3.2.1 Sampling Plan**

The sample selected for answering this study consists of both females and males who live in Bangkok, Thailand. The researcher selected the sample that has experience using any fitness services whether in terms of users or employees inside the fitness center in the area of Bangkok, Thailand, as a part of their health consciousness, activity, or any factors behind them before answering the questions. This could screen the sample (people) who is the direct target for this study. The preferred research parameter would include 60 respondents as a user of fitness services in Bangkok, Thailand.

### **3.2.2 The Questionnaire**

There are Thai and English versions of the online survey provided. Both versions, which are separated into eight sections, are equivalent to each other. The questionnaire is divided into three main parts; screening questions including general questions, factors research, and demographics of the respondents.

The first section contains screening questions and is designed to filter out the responses which do not fit the sampling plan also includes general questions related to knowing more about the experience of using the fitness center. Sections two to seven, which combine responses based on each independent variable in the research framework, are used to understand the level of the user's overall satisfaction. There were four levels on the questionnaire's rating scale, starting with Strongly Agree, Agree, Disagree, and Strongly Disagree, for the respondents to answer. Since this study wants to understand the users' positive or negative responses and provide a recommendation to the Fitness industry, the researcher decided to apply a 4-point rating scale because a 7-point scale would be too much and would cause the respondent to suffer. As a result, the researcher discovered surveys and studies used a 4-point rating scale to be a reference before making this decision.

Finally, the last section is to collect the respondents' demographic information. As the researcher would like to understand the factor that influences users to choose fitness, this research also aims to study and understand the factor to increase customer satisfaction in choosing or making the decision that would benefit this industry in the future.

### **3.2.3 Pilot Test**

The online survey is available for respondents in both Thai and English. In any case, the researcher provided this online survey to 5 people the target respondent whether in Thai or English version and ended up taking their feedback to modify this online survey before having to release it to the public. That is to ensure that all the questions will effectively reach the point of this questionnaire and that respondents will understand the question and answer it effectively.

### **3.2.4 Reliability Analysis**

Due to the fact that the researcher had multiple sections that explain a scale variable in a survey questionnaire. Because of this, it's necessary to show that each item on a scale question is intercorrelated with others, or that the items are connected and their values move together. Therefore, the below table is the reliability analysis of each variable.

**Table 3.1 Reliability Statistics**

<b>Reliability Statistics</b>		
<b>Construct</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
Service Quality	0.87	5
Product Equipment Effectiveness	0.84	5
Cost Effectiveness	0.80	5
Social Influence	0.74	4
Overall Satisfaction	0.69	5
Accessibility	0.63	5

The Cronbach's Alpha result is shown as ranging from 0.63 to 0.87 for all study variables. It displays that all questions are still considered valid even though some variables are still up for debate. However, a connection between each item is still taken into consideration.

In the next chapter, the researcher will go through the finding.

## **CHAPTER IV**

### **FINDING**

#### **4.1 Demographics and behavior of respondents**

For the quantitative method of this study, a total of 123 samples were collected. There are 64 respondents were filtered in through the screening questions as the researcher's target group of respondents.

The gender share of the respondents is as follows: 34 male (53.1%), and 30 female (46.9%), for the gender consideration, the researcher provided this question to let the respondent consider their gender by themselves. For the age range, the two largest groups are 26-35 and 36-45 years old, with 49 (76.6%) and 10 (15.6%) respondents, respectively, while 5 respondents (7.9%) are younger than 25 years old and older than 46 years old.

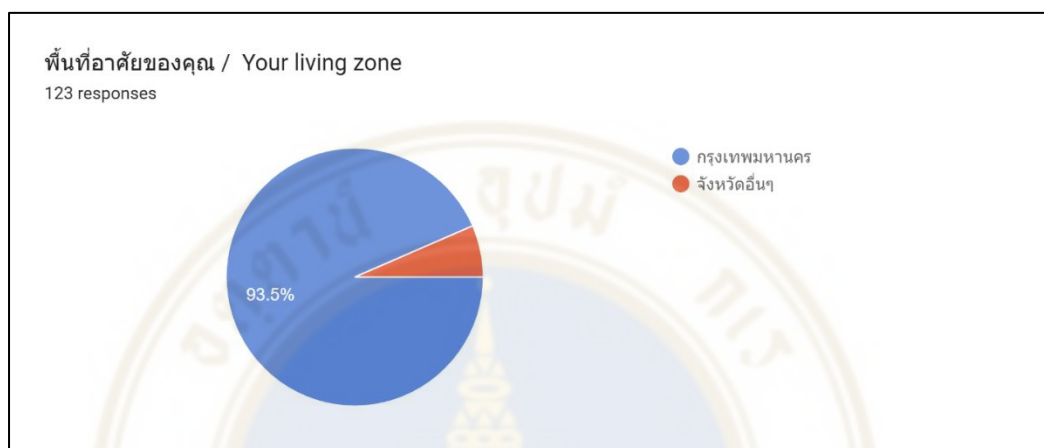
Regarding income profile, the majority of the respondents have a monthly income in the range of 25,001 – 40,000 baht – 17 respondents (26.6%), followed by the next segment with an income range of 40,001 – 55,000 baht – 16 respondents (25%). Lastly, there are 2 group ranges of income that have the same respondent, which is 8 persons in each range, they have an income below 25,000 baht and higher than 70,000 baht (12.5% each). Occupation profiles show that 50 respondents (78.1%) are Employed for wages, 7 respondents (10.9%) are self-employed or freelance, and 7 persons (11%) have ‘other’ occupations.

Geographically, all of the respondents who passed the screening questions is living in Bangkok, Thailand for more than 1 year already (64 people or 100%), additional information from this, there are 51 persons – 79.7% that have experience using the Fitness service in Bangkok, Thailand for more than 1 year, the remaining of 13 persons – 20.3% are having the experience below than 1 year.

According to the questionnaire design concerning Fitness service users in Bangkok, Thailand, 68.8% of them—or 44 people—have used the Fitness service for more than one brand. By comparison, 31.3% of them—or 20 people—have only

experienced one brand. The majority of respondents answer to the brand, the three largest brands are Fitness First with 47 respondents (74.6%), Jetts Fitness with 24 (38.1%) respondents, and Virgin Active with 10 respondents (15.9%), and others would the brand that located in Bangkok, Thailand as well.

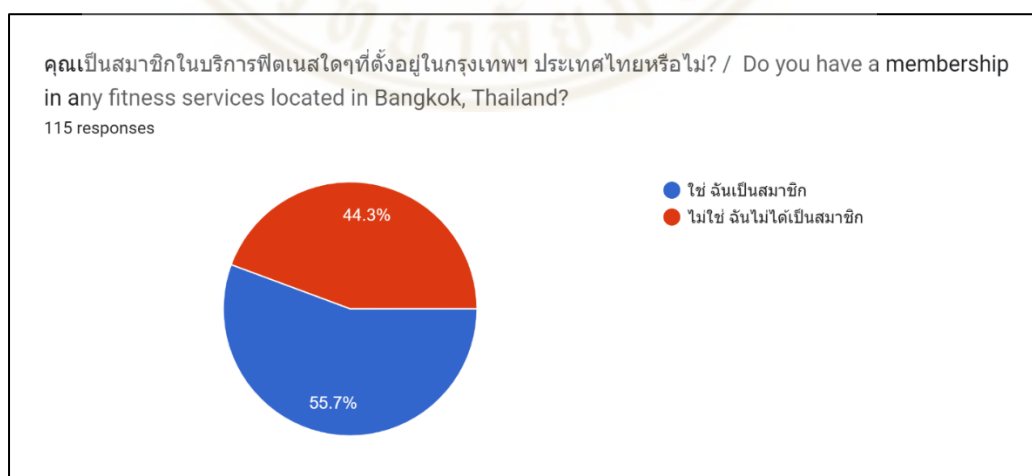
**Graph 1: Screening Question 1**



**Figure 4.1 Screening question in Quantitative research**

93.5% or 115 people are the target respondent while 6.5% or 8 people is living in other provinces, not in Bangkok, Thailand.

**Graph 2: Screening Question 2**



**Figure 4.2 Screening question in Quantitative research**

From the 115 respondent who passed the first of screening question, there are 55.6% or 64 people only are the membership of Fitness center in Bangkok, Thailand while 44.3% or 51 people does not a membership to any brand of Fitness center in Bangkok, Thailand.

In order to better understand more and help the researcher to assume or ensure that the respondents have appropriate experience and are able to respond to the provided variable factors, the researcher develops four general questions for the online questionnaire survey. Begin by questioning respondents concerning their personal experiences in Bangkok, Thailand. Of the 115 respondents, 100% had lived for more than a year. That leads to the following question concerning experiences in using fitness services in Bangkok, 79.7%, or 51 people have experience using for a year or more than 1 year, and 20.3% of them, or 13 people have experienced less than 1 year. In addition, 44 respondents, or 68.6% of the overall, have used fitness services from more than one brand in Bangkok, Thailand, compared to 20 people, or 31.3%, who have only one brand experience. As the researcher previously stated that there are 3 brands majority were selected from the respondents.

### Graph 3: General Question 1

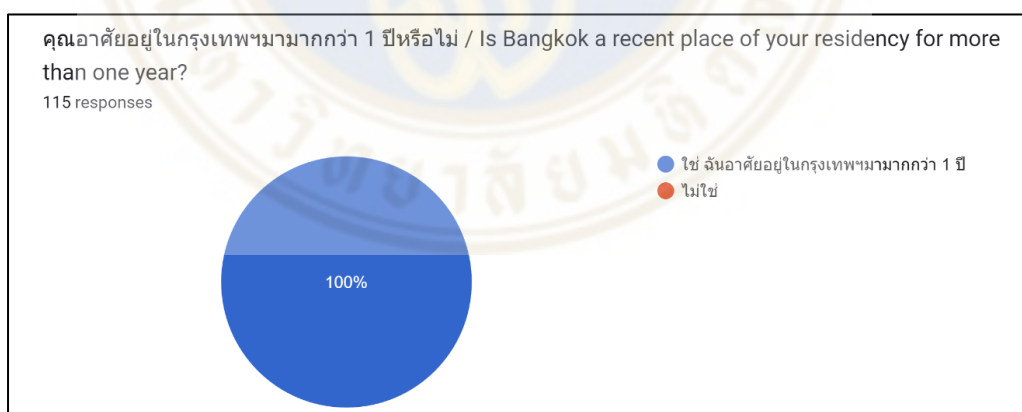
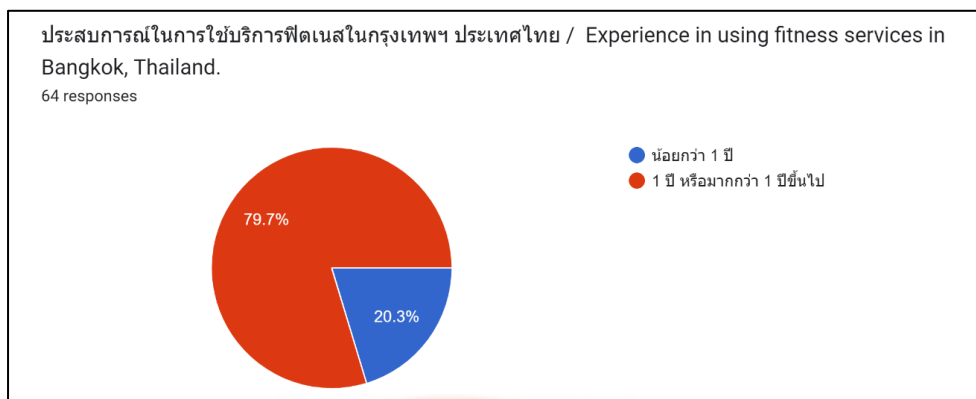


Figure 4.3 General question1 in Quantitative research

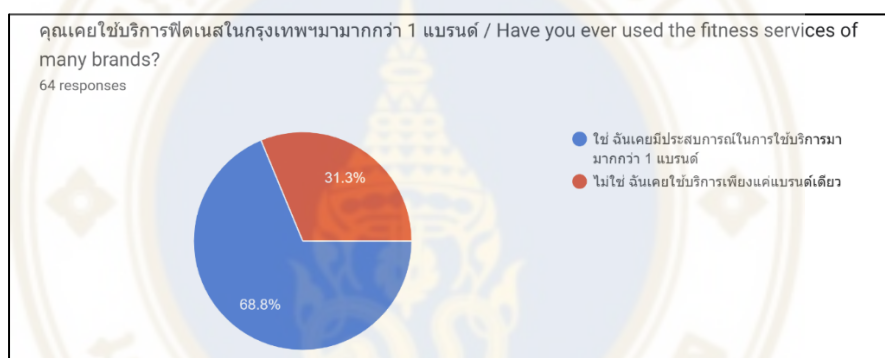


**Graph 4: General Question 2**



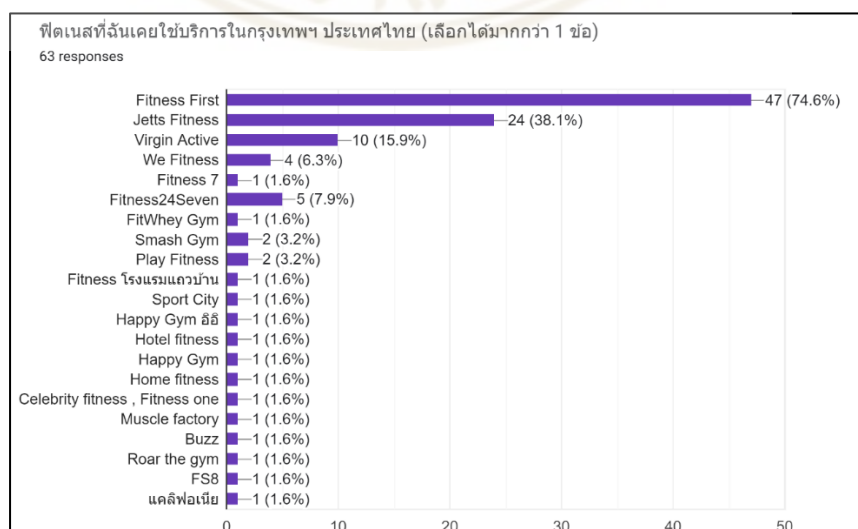
**Figure 4.4 General question2 in Quantitative research**

**Graph 5: General Question 3**



**Figure 4.5 General question3 in Quantitative research**

**Graph 6: General Question 4**



**Figure 4.6 General question4 in Quantitative research**

## 4.2 Descriptive Statistics

The researcher analyzed descriptive statistics, which is a type of data analysis that helps in explaining or highlighting the factors (variables) point that influence users in choosing a fitness center in Bangkok, Thailand. In order to determine the variable that contributes to users' satisfaction, the researcher can identify the provided variables from the table below.

**Table 4.1 Descriptive Statistics**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Mean of Overall Satisfaction	64	2.60	4.00	3.3125	0.38193
Mean of Service Quality	64	2.00	4.00	3.0750	0.58173
Mean of Product Effectiveness	64	1.60	4.00	3.0531	0.59441
<b>Mean of Accessibility</b>	64	2.20	4.00	<b>3.5438</b>	0.45839
Mean of Cost Effectiveness	64	1.40	4.00	3.1344	0.56575
Mean of Social Influence	64	1.25	4.00	3.0625	0.73057
Valid N (listwise)	64				

The most significant variable for users when choosing a fitness center in Bangkok, Thailand is “Accessibility”. The researcher will also demonstrate which attribute in each variable has the most significance to that variable after the tables below;

### Overall Satisfaction

**Table 4.2 Mean of overall satisfaction**

	N	Minimum	Maximum	Mean	Std. Deviation
I am satisfied with the service quality of the staff at the fitness center.	64	3.00	4.00	3.4219	0.49776
I am satisfied with the equipment inside the fitness center.	64	2.00	4.00	3.3281	0.56497

**Table 4.2 Mean of overall satisfaction (cont.)**

	N	Minimum	Maximum	Mean	Std. Deviation
<b>I am satisfied with my current fitness center in terms of ease of access and attractiveness of location.</b>	64	2.00	4.00	<b>3.5469</b>	0.58905
I am satisfied with the membership fee of fitness center in Bangkok, Thailand.	64	2.00	4.00	2.8438	0.64780
I am satisfied with my self-image as a user of fitness center in Bangkok, Thailand.	64	2.00	4.00	3.4219	0.55791

**Variable 1: Service Quality****Table 4.3 Mean of Service Quality**

	N	Minimum	Maximum	Mean	Std. Deviation
The equipment and facility inside the fitness center are appropriate.	64	2.00	4.00	<b>3.2656</b>	0.57022
I feel I can rely on the staff inside the fitness center in terms of their services.	64	2.00	4.00	3.1563	0.69508
The staff at the fitness center willingness to help me.	64	2.00	4.00	3.0625	0.73193
The staff at the fitness center provides me the knowledge of how to use the equipment and about health.	64	2.00	4.00	2.9531	0.82481
I can feel that the staff inside the fitness center always looking for taking care of users.	64	2.00	4.00	2.9375	0.75330

**Variable 2: Product/Equipment Effectiveness****Table 4.4 Mean of Product/Equipment Effectiveness**

	N	Minimum	Maximum	Mean	Std. Deviation
There is a variety of equipment in the fitness center.	64	2.00	4.00	<b>3.3906</b>	0.60729
I never had a problem using the equipment in the fitness center.	64	1.00	4.00	2.5469	0.92461
I feel that the equipment at the fitness center is always available for me to use.	64	1.00	4.00	2.8750	0.86373
I feel that the equipment at the fitness center is effective.	64	1.00	4.00	3.2031	0.71669
I feel that the equipment at the fitness center has quality.	64	2.00	4.00	3.2500	0.66667

**Variable 3: Accessibility****Table 4.5 Mean of Accessibility**

	N	Minimum	Maximum	Mean	Std. Deviation
I prefer to use the fitness center that is located near my house.	64	2.00	4.00	3.6875	0.61399
I prefer to use the fitness center that is located near my workplace.	64	1.00	4.00	3.3594	0.86129
My fitness center is on my commuting route.	64	1.00	4.00	3.3438	0.91233

**Table 4.5 Mean of Accessibility (cont.)**

	N	Minimum	Maximum	Mean	Std. Deviation
I decide to go to the fitness center because of the location.	64	2.00	4.00	3.6094	0.58056
I choose to go to the fitness center if the commute there doesn't take too long.	64	2.00	4.00	<b>3.7188</b>	0.57649

**Variable 4: Cost-effectiveness****Table 4.6 Mean of Cost-effectiveness**

	N	Minimum	Maximum	Mean	Std. Deviation
A membership fee per month in a fitness center is appropriate.	64	1.00	4.00	2.9531	0.78538
Membership fee considering the variety of equipment is appropriate.	64	1.00	4.00	3.0938	0.75000
Membership fees considering the quality of services are appropriate.	64	1.00	4.00	3.0000	0.77664
Promotion campaigns (contract, cash back, points collection) motivate to use that fitness center.	64	1.00	4.00	3.0156	0.88178
If the price is reachable for me, I prefer to choose it as my priority activity.	64	2.00	4.00	<b>3.6094</b>	0.58056

### Variable 5: Social Influence

**Table 4.7 Mean of Social Influence**

	N	Minimum	Maximum	Mean	Std. Deviation
I will use that fitness center if it is recommended by a member of my family.	64	1.00	4.00	2.5938	1.03462
I will use that fitness center if it is recommended by a member of my friend.	64	1.00	4.00	<b>3.2656</b>	0.94688
Using the fitness center in Bangkok, Thailand helps others to recognize me as a health-conscious person.	64	1.00	4.00	3.1563	0.96311
Using or joining a fitness center improves my social status or self-image.	64	1.00	4.00	3.2344	0.95522

### 4.3 Regression Analysis

Based on the model utilized in this study, regression analysis shows the relationship between each variable. Attributed to the reason that satisfaction is a dependent variable, there are two other variables that significantly influence satisfaction.

#### *Satisfaction*

Dependent Variable: Satisfaction

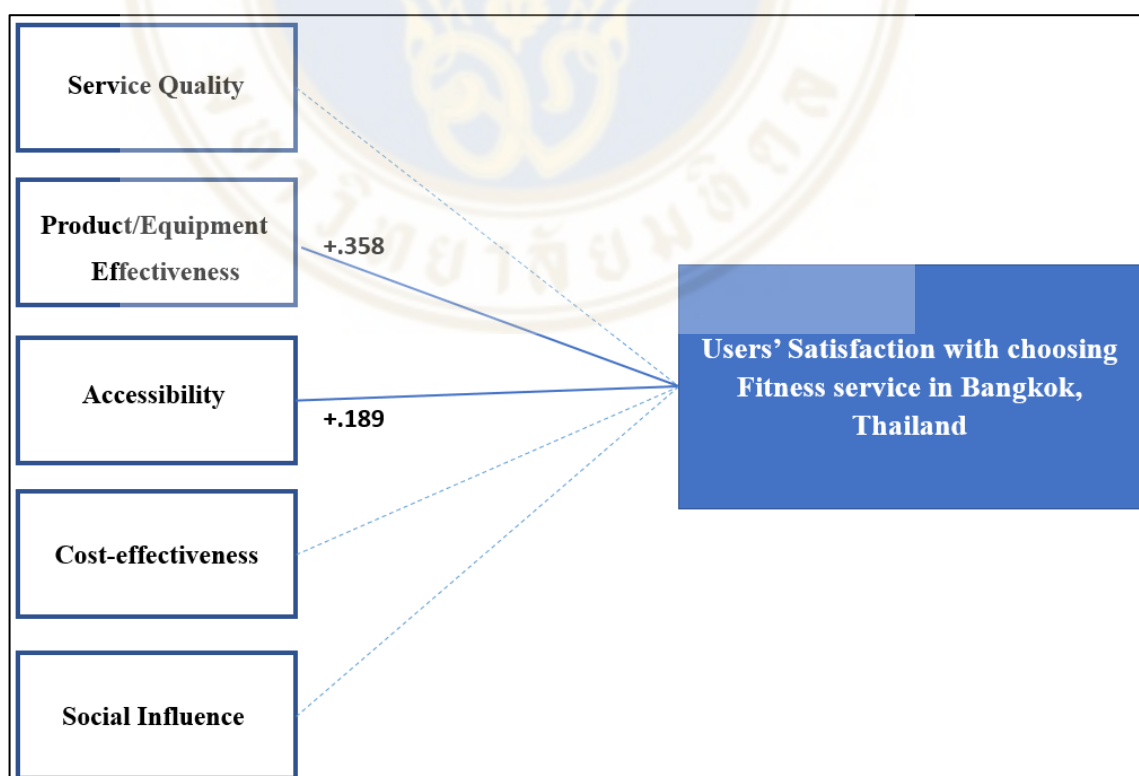
R Square: 0.549

Adjusted R Square: 0.510

**Table 4.8 Regression result**

#	Independent Variable	Beta	T	Sig
1	Mean of Product Effectiveness	0.358	2.844	0.006
2	Mean of Accessibility	0.189	2.050	0.045

The analysis indicates the Product/Equipment Effectiveness and Accessibility have significant relationship with Overall Satisfaction. Product/Equipment Effectiveness has a positive relationship with '0.358' beta score. Accessibility also has a positive relationship with the dependent variable with a beta of '.189'. The highest meaning of Product/Equipment Effectiveness topic is "There is a variety of equipment in the fitness center." with 3.39 mean score. The highest mean score of Accessibility topic is "I choose to go to the fitness center if the commute there doesn't take too long." with 3.72 mean score.

**Figure 4.7 Conceptual framework linking to users' satisfaction**

This is the result declared on the conceptual framework which is linked to the dependent variable. The two factors that have a relationship with the dependent variable, which is Overall Satisfaction are Product/Equipment Effectiveness and Accessibility. Both of them are positive. Other factors, which are Service Quality, Cost Effectiveness, and Social Influence, did not have a significant relationship to the dependent factor.





## **CHAPTER V**

### **DISCUSSION AND RECOMMENDATION**

In this chapter, the researcher will discuss each variable after collecting and finding results from the previous chapter and then will the recommendation at the end of this chapter.

#### **5.1 Discussion**

##### **5.1.1 Service Quality**

The overall alignment of service quality with customers' expectations and maximum customer need fulfillment has been the conceptual foundation of the service quality concept (Gronroos, 1984, Parasuraman et al., 1985). Therefore, the service quality in this variable is also related to the equipment, facility, and staff inside the fitness center.

The scheme discussed in the variable seeks to understand what is considered and what tends to make users feel most attracted to stay at that fitness center in terms of service quality. Since each person has a unique personality as well as the researcher believes that each point of view person will have a different expectation of service quality. This indicated the result of the descriptive analysis that the researcher discovered, which is the highest mean score of this variable, indicating the service quality of the facilities and equipment within the fitness center are already under in the appropriate way for users. Fitness services have the lowest mean score of they don't feel like they are receiving attention from the employees there. Also, the other four topics regarding the service quality from staff have lower mean scores than equipment and facility, which means that fitness services are now fulfilling expectations in terms of equipment and facility better than the services from its staff.

### **5.1.2 Product/Equipment Effectiveness**

As it was discussed in the literature review that the majority relation of this variable would be the productivity of the product/equipment for users when they workout at the fitness center. It is also the combination of availability, quality, and equipment performance to tell the efficiency of the product/equipment (Janahi et al., 2020).

Most users that participated in this study stated that there is a variety of equipment in their fitness services that could consider as availability for them to use even though some equipment might not readily available for them. However, there is always alternative equipment available for them to use as well. Although users agreed that the fitness services, they use offer a variety of equipment to choose from, the analysis revealed that some users have also encountered issues with the fitness equipment. This indicates that there could be a problem with the equipment being insufficient at the moment or that the user may not have any prior experience using the equipment, which is another possible problem. Therefore, it is clear from the presented regression analysis that Product/Equipment Effectiveness is the most significant factor that users would consider when deciding whether or not to be satisfied with the fitness services.

### **5.1.3 Accessibility**

Accessibility is the third factor that influences satisfaction, according to the research study. The two main concepts of accessibility are ease of access and location attractiveness; however, accessibility also discusses the duration of time it takes a user to go to the fitness center from their location of residence or workplace (Jang & Choi, 2018) in order to influence them to participate in the activity.

The quantitative results of the descriptive analysis revealed that, when compared to the other four variables provided, accessibility is the most significant or meaningful for users when choosing a fitness center in Bangkok, Thailand. The highest factor accessibility mean score states that "I choose to go to the fitness center if the commute there doesn't take too long," it makes it appear that users are concerned about how long it will take to get there. If this is the case, users may consider doing something else, another activity instead, or changing to another fitness center that is more

connected to their route, as indicated by the second-highest mean score, which states that they prefer to use certain fitness centers nearby. Additionally, more than 70% of the respondent is also used to choosing these top brands, which are Fitness First, Jetts Fitness, and Virgin Active, as stated in the introduction, which identifies the top three fitness center brands in Thailand in terms of the number of branches. The researcher assumes that their decision to recognize that brand was impacted by the location's accessibility.

#### **5.1.4 Cost-effectiveness**

According to the literature review, Stanton, Michael, and Bruce (1994) defined price as the amount of money or goods needed to acquire some combination of other goods and their accompanying services. This research, it is also combining the product/equipment and service from the fitness center. Also, cost-effectiveness in terms of price fairness has a positive relationship that also leads to users' satisfaction.

The results of the study indicate that the majority of people are influenced by price fairness, which they consider to be within their capabilities, as well as when they compare the cost to the variety of equipment provided by fitness centers. Before upgrading their facility or implementing any equipment investments that might increase the membership charge, the fitness services in Bangkok, Thailand, are expected to be able to carefully evaluate the suitable membership fee. Simply put, some users feel that the cost may not be appropriate for them and the highest mean score is associated with a reachable price, this factor could perform as a motivator for users rather than a barrier for them to choose that fitness service.

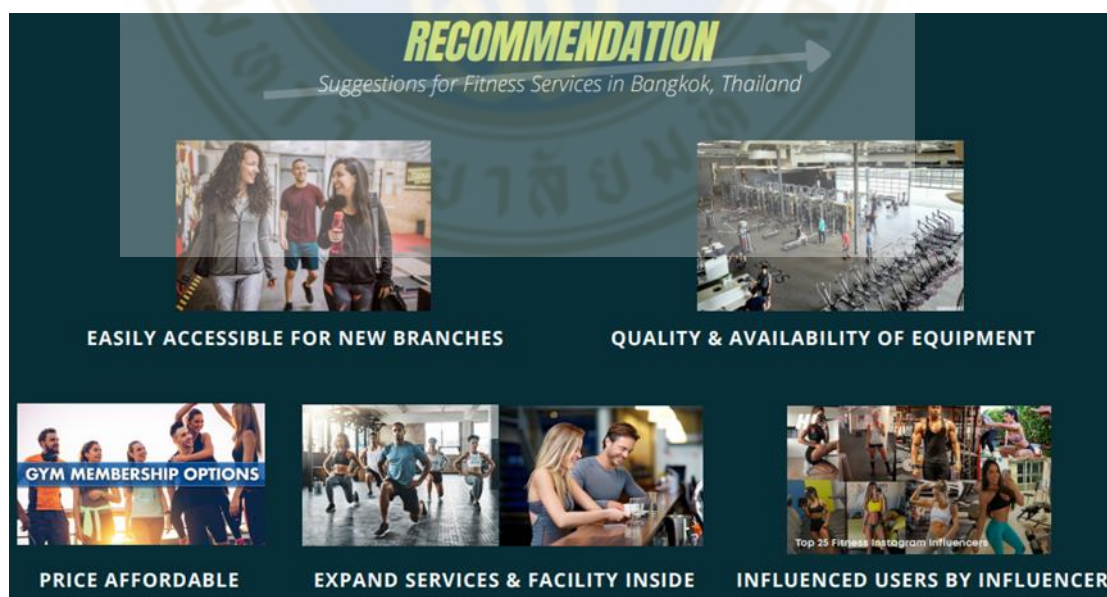
#### **5.1.5 Social Influence**

With reference to the literature review, Individuals adjust their behaviors, attitudes, and beliefs to more closely match the people they get experience with. People have been affected by others because others can persuade them with strong arguments (Myers, 1982). Foxall and Goldsmith (1994) also mention that consumers use this concept to reflect an integrated network of information, feelings, and attitudes, and connect to their decision in terms of the purchasing process or buying something.

The researcher relies on the assumption that users will share their experiences, feelings, and interactions with other users and/or potential users who could be interested in applying for that fitness service based on their attitude and behavior. According to the analysis, friends have the greatest impact on fitness users, and family recommendations had the lowest mean scores. This is because, as compared to being a family activity, users are more likely to join with a friend or go independently while using fitness centers.

## 5.2 Recommendation

The following are the main suggestions that could support fitness facilities in Bangkok, Thailand in understanding customer satisfaction, developing a strategy for users, attracting investment, and convincing users, as well as gathering and sharing information with potential users to visit your facility. While another aspect of these recommendations is frequently the one that would greatly improve user satisfaction and, as a result, generate much more revenue and attract new users. The researcher would describe each recommendation below paragraph.



**Figure 5.1 Recommendation for increasing Users' Satisfaction**

### **1. Maintain and continue to expand the new branch which is easily accessible.**

The recommendations, based on the findings, are that fitness services should consider maintaining a branch that is easy to access to keep the performance in terms of accessibility. This implies that if a branch is located next to a highway, an MRT or BTS station, or another kind of public transportation, there won't be any traffic congestion. Users are more likely to join that branch than others. Additionally, if a new branch of a fitness center is planned, its location and ease of access will be crucial considerations for users in Bangkok, Thailand, since it must not take too long for them to get there.

### **2. Improve the quality of equipment to make it available.**

The effectiveness of the products or equipment is a barrier that users may have in choosing whether to subscribe to that fitness service or not. Even though there is a variety of equipment inside but if the quality is not up to standard, it is continuously defective or inoperable for users to use, especially if there is not enough equipment for all users. This means that their equipment must be in the good condition for users to use and it must have enough equipment for all users in terms of availability. When the user goes there, they must have at least some exercise activities for them to use, they shouldn't go there and keep standing without doing anything because the traffic equipment is full. As a result of their unsatisfactory experience, it will become a barrier for users. Therefore, fitness services should always maintain their equipment in good standard and quality to use and need to ensure that all users still have some activity to do.

### **3. Keep affordable membership fees (Competitive price).**

According to this recommendation, fitness services should focus on maintaining a competitive price by maintaining a membership fee that is significant compared to other brands on the market. However, the fitness services can compensate for the cost of the competitive price with additional services like offering more activity classes than the competitors, providing free parking, or offering a discount by collaborating with other brands (such as brands of healthy foods, exercise clothing, etc.). It would be another way that can let users feel that your membership fee is more competitive than other fitness brands. Especially that it would be great if the Fitness

services have various options for the membership fee to make users can choose the most reachable or suitable option for them.

#### **4. Expand services from staff and fitness center facilities.**

During peak hours if there is a higher number of users, the fitness services are required to find a way to ensure all users still can get proper to the services, fitness services can find a way to draw users away from the equipment by offering other exercise classes like boxing, dance, or weight training. Also, have a facility for them to sit and relax, or maybe just a water and coffee shop inside or around your fitness center. this recommendation can also help to solve the availability of equipment if the Fitness services expand more services and facilities. This will ensure that users are still satisfied with using the fitness services.

#### **5. Promote on social media and a group of influencers.**

The significance of social media as a platform for the vast majority of the public to discover more about fitness services, whether it's through reviews of the facility, the equipment, or the service altogether. The fitness services can then use this to get people to join them. For this factor, the researcher would like to draw attention to the fact that influencer marketing is a strategy used by brands to advertise their products through recommendations or comments made by online influencers and content creators. These days, we can see that influencers are trying to make a friend from the audience's view because the influencers are trying to make themselves more sincere and reachable. So, it would be the benefit of Fitness services to let them help to promote the brand. Additionally, collaborating with influencers is a more effective approach to connecting with potential users directly because the follower from the influencer will be under the same interest and the influencer will understand how to put a user comfortable and build their trust effectively from what they have provided to users.

## **CHAPTER VI**

### **CONCLUSION AND LIMITATION**

#### **6.1 Conclusion**

The objective is to study how satisfied users are with Fitness Services in Bangkok, Thailand, and to understand what users see as a significant or meaningful for them to go to the fitness center so that the researcher can recommend a better idea or improvement to the Fitness industry in Bangkok, Thailand. The researcher utilized a quantitative method approach, collecting data through an online questionnaire by screening only the users that have the experience.

According to the first objective, the regression analysis showed that users' satisfaction has a positive relationship with Product/Equipment Effectiveness and Accessibility through satisfaction. The result indicated the variety of equipment and reachable price are having the most meaning for users. The second objective of this research is to offer suggestions to the fitness industry operating in Bangkok, Thailand. The researcher would provide the following practical recommendations for improving the satisfaction of current users and potential users who frequently visit and find the activity inside Bangkok, Thailand. The researcher would say that since now there is the top brand that holds many users join the membership with them because of the variety of equipment and/or accessibility from many branches which also aligned with the result from the regression analysis that these two factors are having a sign of significant to users' satisfaction, therefore, other brands may be unable to do the same thing like them right away but all of them are also can start to consider improving more in staff services to your fitness center, maintain the facility look good, improve the quality of equipment to make it availability, promote the fitness services through the range of 26 – 45 ages, and do promote itself or promotion to make the membership fee competitive in the market.

The study's findings will contribute to those who are responsible for supporting and encouraging users of the fitness industry or for increasing the number of

people in Bangkok, Thailand who participate in other activities that is beneficial for their health like exercise. Fitness services will be properly represented, users' expectations will be better understood, and there will be evidence to support additional investment that invests to the right spot of users' expectations in the future.

## **6.2 Limitation**

As the researcher was doing this research on the user of Fitness services in Bangkok, Thailand. The researcher found 3 limitations as follows.

Firstly, the number of respondents is too small compared to the standard number of users in of Fitness center in Bangkok, Thailand. This research required only 64 respondents to pass the screening part of the questions as target respondents. This limitation comes from the limitation of time collecting, the researcher had to enlarge the area to recruit more respondents during spreading the survey and including them in the analysis. Therefore, these numbers maybe not much significant to represent the need of all users concerning the Fitness center in Bangkok, Thailand.

Second, the experiences that each user had previous to doing the survey would vary due to the membership fees at each fitness center. Since its service will vary based on the brand positioning and service fee, this study did not let the respondent focus especially on only one brand. So, it may not be capable of responding to or representing some of the factors within the Fitness center.

Last but not least, limited access to Bangkok, Thailand's owner of a Fitness center. Even though the purpose of this study is to have a better understanding of users' expectations and to offer the owner suggestions but the researcher has not been able to communicate with the owner to observe and understand their point of view. The findings of this research may indicate what they already knew, but there may be some justification for those improvements that the researcher could not find in this study.



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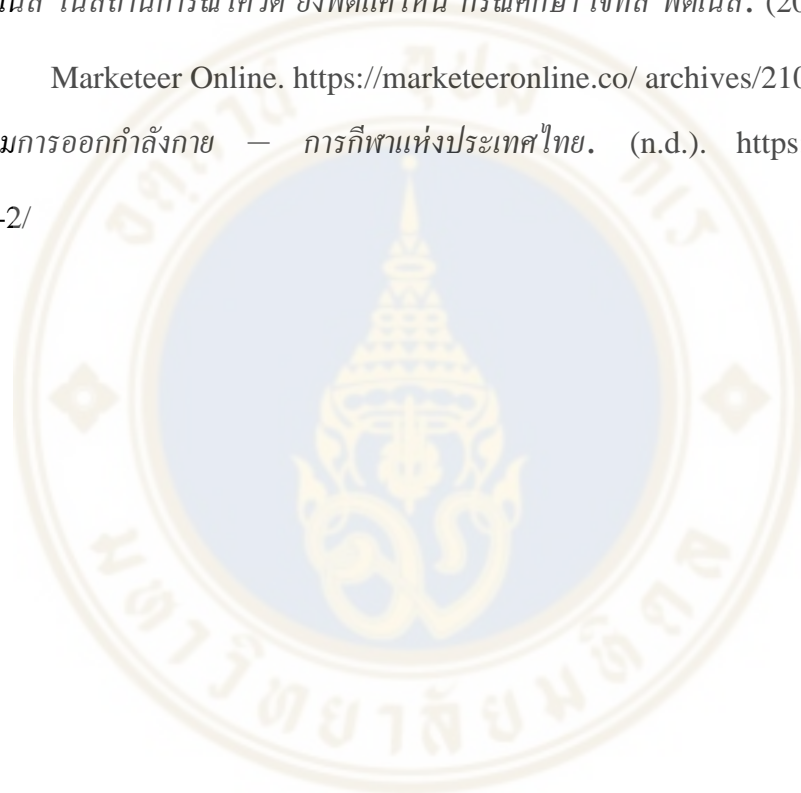
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## **Appendix A: Questionnaire**

### **Users' Fitness Services in Bangkok, Thailand**

Dear Users' Fitness Services in Bangkok, Thailand

Currently, the researcher is a student at the College of Management, Mahidol University under the international program. The study's objective is to understand user experiences and expectations better. Consequently, the researcher will obtain valuable insights from this survey to improve Fitness services in Bangkok, Thailand effectively in accordance with users' feedback.

This survey would take you approximately 8 minutes to complete the anonymous questionnaire. The researcher wants to thank you in advance for your kind cooperation.

The responses are collected for further development purposes. The researcher is concerned about personal securities according to Personal Data Protection Act, PDPA). The question will be separated to be eight parts as below;

#### **Quantitative Question**

The survey consists of eight sections:

1. Section A: Respondents Profile
2. Section B: Overall Satisfaction
3. Section C: Service Quality
4. Section D: Product/Equipment Effectiveness
5. Section E: Accessibility
6. Section F: Cost-effectiveness
7. Section G: Social Influence
8. Section H: Demographic Information

## Section A: Respondents Profile

1. Your living zone

- Bangkok metropolitan area  
 Other (Leave, \*\*Thank you for your time\*\*)

2. Is Bangkok a recent place of your residency for more than one year?

- Yes  
 No

3. Do you have a membership in any fitness services located in Bangkok, Thailand?

- Yes  
 No (Leave, \*\*Thank you for your time\*\*)

4. Experience in using fitness services in Bangkok, Thailand.

- Less than one year  
 One year or more

5. Have you ever used the fitness services of many brands?

- Yes, I have experience using more than one.  
 No, only one brand experience.

6. Fitness center that I have used in Bangkok, Thailand (you can choose more than one brand).

- Fitness First  
 Jetts Fitness Thailand  
 Virgin Active  
 We Fitness  
 Fitness 7  
 Fitness24seven  
 FitWhey Gym  
 Smash Gym  
 Play Fitness  
 Other.... (Please specify \_\_\_\_\_)

## Section B: Overall Satisfaction

The following questions are about factors that affect your decision to visit fitness services in Bangkok, Thailand.

(Scale 1-4) (1) Strongly Disagree, (2) Disagree (3) Agree, and (4) Strongly Agree

	Question	Strongly disagree	Disagree	Agree	Strongly Agree
	Satisfaction	1	2	3	4
1	I am satisfied with the service quality of the staff at the fitness center.				
2	I am satisfied with the equipment inside the fitness center.				
3	I am satisfied with my current fitness center in terms of ease of access and attractiveness of location.				
4	I am satisfied with the membership fee of the fitness center in Bangkok, Thailand.				
5	I am satisfied with my self-image as a user of the fitness center in Bangkok, Thailand.				

## Section C: Service Quality

	Question	Strongly disagree	Disagree	Agree	Strongly agree
	Service Quality	1	2	3	4
1	I feel that the equipment and facility inside the fitness center are appropriate.				
2	I feel I can rely on the staff inside the fitness center in terms of their services.				
3	I feel that the staff at the fitness center willingness to help me.				
4	The staff at the fitness center provides me the knowledge of how to use the equipment and about health.				
5	I can feel that the staff inside the fitness center always looking for taking care of users.				

### Section D: Product/Equipment Effectiveness

Question		Strongly disagree	Disagree	Agree	Strongly agree
Service Quality		1	2	3	4
1	I can feel that there is a variety of equipment in the fitness center.				
2	I never had a problem using the equipment in the fitness center.				
3	I feel that the equipment at the fitness center is always available for me to use.				
4	I feel that the equipment at the fitness center is effective for using.				
5	I feel that the equipment at the fitness center has quality for users.				

### Section E: Accessibility

Question		Strongly disagree	Disagree	Agree	Strongly agree
Service Quality		1	2	3	4
1	I prefer to use the fitness center that is located near my house.				
2	I prefer to use the fitness center that is located near my workplace.				
3	My fitness center is on my commuting route.				
4	I decide to go to the fitness center when I have time because of the location.				
5	I choose to go to the fitness center for exercise if the commute there does not take too long.				

### Section F: Cost-effectiveness

Question	Strongly disagree	Disagree	Agree	Strongly agree
Service Quality	1	2	3	4
1 I feel that a membership fee per month in a fitness center is appropriate for me.				
2 Membership fee considering the variety of equipment is appropriate.				
3 Membership fees considering the quality of services are appropriate.				
4 Promotion campaigns (contract, cash back, points collection) motivate to use that fitness center.				
5 If the price is reachable for me, I prefer to choose it as my priority activity.				

### Section G: Social Influence

Question	Strongly disagree	Disagree	Agree	Strongly agree
Service Quality	1	2	3	4
1 I will use that fitness center if it is recommended by a member of my family.				
2 I will use that fitness center if it is recommended by a member of my friend.				
3 Using the fitness center in Bangkok, Thailand helps others to recognize me as a health-conscious person.				
4 Using or joining a fitness center improves my social status or self-image.				



## Section H: Demographic Information

1. Do you consider yourself a

- Male  
 Female

2. Age

- 18 – 25 years  
 26 – 35 years  
 36 – 45 years  
 46 – 55 years  
 56 or higher

3. Income level

- Below 25,000 Thai Baht  
 25,001 – 40,000 Thai Baht  
 40,001 – 55,000 Thai Baht  
 55,001 – 70,000 Thai Baht  
 More than 70,001 Thai Baht

4. Occupation

- Employed for wages  
 Self-employed/Freelance  
 Business owner  
 Government official  
 Retired  
 Other.... (please specify \_\_\_\_\_)