

# The Impact of Service Quality, Enterprise Image and Switching Barriers on Loyalty in Fitness Clubs between Taiwan and Ma

王湘雲、封德台

E-mail: 9510806@mail.dyu.edu.tw

## ABSTRACT

As the concept of healthy lifestyle is well-known and urban residents get less space for activities, the fitness clubs begin to stand in great numbers. However, due to the gradual fullness of the market by the competitors, the owners of fitness club are facing the embarrassment of losing their members. Therefore, how to keep high member loyalty is an important issue for the owners of fitness club. There are two purposes in this study: 1. To propose and analyze the relationship composed of the service quality, the enterprise image, the transfer barriers and the member loyalty. 2. To compare the member loyalty difference between Taiwan and Mainland China to provide the academic and business societies more pragmatic understanding. This study used questionnaires as the measurement tool, and the main methods of analysis were product-moment correlation, path analysis and multiple regression. The subjects of this study included the members of Alexander club in Taipei, Taiwan and Shanghai, China. The results showed as below: 1. In Taiwan, the reliability, the responsiveness and the tangibility of service quality have a significant positive impact on the ML. They have a significant positive impact on the member loyalty indirectly through the corporative image and the service image, too. Moreover, the perceived switching costs of switching barriers also have a significant positive impact on the member loyalty. 2. In China, the reliability and the responsiveness of service quality have a significant positive impact on the member loyalty. However, the latter one indirectly impacts the member loyalty through the service image positively, too. The interpersonal relationships and the perceived switching costs of switching barriers also impact the member loyalty positively.

Keywords : service quality, enterprise image, switching barriers, member loyalty, fitness clubs

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