

# A Study on the Relationships between Health Clubs Service Quality, Customers Values and Consuming Behaviors of ...

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## ABSTRACT

The purpose of this research was to investigate Service Quality、Customers Values(practical values、hedonic values) and Consuming Behaviors for the health and fitness club members, and furthermore to analyze the relationships between club members Customers' Values and Degree of Service Quality Satisfaction, Customers' Values and Consuming Behaviors. 486 valid questionnaires were collected. Descriptive Statistics, Factor Analysis and Pearson Product-Moment Correlation Analysis were used to analyze research data, the findings were : 1. the club members was somewhat satisfied with service quality (mean was 3.7175) 2. the club members was somewhat satisfied with customers values (mean was 3.6121) 3. the frequency of exercise for the majority of club members were once a week(38.3%) and the expenditure per month was under NT\$1,000 for the majority of members(45.1) 4. there were positive relationships between members' practical values and degree of service quality satisfaction, and between hedonic values and degree of service quality satisfaction; 5. there was a positive relationship between practical values and frequency of exercise, and there was no significant relationship between practical values and expenditure per month; there was a negative relationship between hedonic values and frequency of exercise, but a positive relationship between hedonic values and expenditure per month.

Keywords : Health and Fitness Clubs, Service Quality, Customer Values, Consuming Behaviors

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