

# A Study on the Inter-Relationship between Customer Satisfaction and Customer Loyalty at the Badminton Gym

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## ABSTRACT

Today, more and more people are willing to play badminton in badminton gym because they think it is worth paying a small amount of money to do some exercise for the sake of health reasons, following the exercising concepts of the common people have been changed. To understand the ways consumers using the badminton gym, Metro-politan Badminton Gym in Taichung City, Taiwan, this study chose to investigate the satisfaction and loyalty that the consumers deemed the badminton gym. Therefore, this study tried to conduct the following inquiries: 1) Analyzing the satisfaction that the badminton the consumers held about the facility and services provided by the badminton gym; 2) Discussing the loyalty that the badminton consumers possess; 3) exploring the relationship between the satisfaction of badminton consumers and their loyalty; and 4) Using research results as references for badminton owners to carry out its facility and service management strategies.

The data was analyzed by using descriptive analysis, t-test, one-way ANOVA, Pearson correlation, factor analysis, reliability analysis, and regression analysis. The effective questionnaires were 334. The results are as follows.

1. The results of the study had shown that different attributes of consumers have significant difference on satisfaction; and
2. The results of the study had shown that different participations of consumers have significant difference on loyalty; and
3. There are significant positive relationships between consumers' satisfaction and their loyalty, representing that the satisfactory degrees of the consumers will affect its loyalty toward the badminton gym; and
4. It is the variable of "entire facility satisfaction" that shows the best forecastability about loyalty, accounted for 26.7%. It means that the facility can be seen as the strongest factor that affects consumer's loyalty.

Keywords : badminton gym、 consumers of badminton gym、 satisfaction、 loyalty

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