

**The 16<sup>th</sup> Biennial Conference of the International Society for  
Comparative Physical Education and Sport 2008**

# **Abstract Book**

**Global Merging: A New Era for Sport and Physical Education**

23-26 July 2008-Macau China

The 16<sup>th</sup> Biennial Conference of  
**ISCPES 2008**  
University of Macau



## Customers' Expectations of Service Quality in Mashhad Fitness Centers

Nasrollah Javadian Sarraf, Tabatabaeian Nimavard Fakhrossadat, Rezaie Kohan Samira

(Ferdowsi University of Mashhad)

---

The purpose of this study is to examine the customers' expectations of service quality of female fitness centers in Iran. In this survey, 375 female from fitness center of Mashhad, Iran were selected in according to cluster random sampling. This study was based on the QUESC instrument developed by Kim and Kim after adapting to the cultural condition of the country, Iran. Reliability of the QUESC was achieved by panel of experts and validity was calculated 91.7% through a pilot study. For data analyzing, after examining the normality of data distribution and regarding to the lack of the normal distribution of data, sing test was used to measure the service quality of fitness centers and Friedman test was used to examine the superiority of the customers' expectations. The result of study show that customers of fitness centers expect dimensions of the ambiance quality, employee attitude, employee reliability, social opportunities, available instruction, offered programs, personal considerations, registration price, offered privilege, motivating and stimulating factors and convenience; however, the customers' expectations of these 12 dimensions of service quality are not the same. This study is a useful source of information for fitness centers management to identify their customers' wants, take adequate action to improve service delivery, establish standards of performance to consider the identified customers' need. So as an information package it can be applied in making marketing decisions for improving sport centers service delivery.

Keywords: Fitness centers, expectations, service quality, customer, Mashhad.