

Examination of the Relationship Between Sports Centres Members' Perceptions Regarding Service Quality and Commitment to Sports

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Abstract

In this study, it is aimed to examine the relationship between the perceptions of the service quality of the members who use a sports centre and their commitment to sports and to develop suggestions for sports centres to demonstrate a more effective marketing activity with the data obtained. The sample of our study consists of 426 (Female: 170, Male: 256) participants who go to sports centres. Personal information form, Perceived Service Quality of Sports and Fitness Centres Scale, and Sports Commitment Scale are used as data collection tools in the research carried out in the relational screening model. The data obtained from the questionnaires are analysed in the Jamovi 1.8.2 statistical software program with a 95% confidence interval and a 5% margin of error. In the analysis of the data, the percentage and frequency values are used in the descriptive data and the independent sample t-Test and one-way analysis of variance (ANOVA) tests are used to determine the differences between the variables in pairwise comparisons. To determine the reliability of the measurement tools, Cronbach's Alpha analysis is applied and the significance value of $p < 0.05$ is taken into account. According to the data obtained, it is concluded that there is a relationship between service quality and sports commitment and that the increase in service quality affects the level of sports commitment of the members. Considering that positive perceived service quality may increase their intention to exercise in sports centres, it can also be evaluated in future studies.

Keywords: service quality, commitment to sports, sports-fitness centres

1. Introduction

One of the biggest challenges in today's business world is customer retention. Increasing competition for more consumers has driven companies to improve the services they provide or provide extra value to differentiate themselves from their competitors. With the proliferation of sports and fitness centres in many countries in recent years, sports service providers are placing more and more emphasis on quality services and efficient work in order to remain profitable (Papadimitriou & Karteliotis, 2000). In line with the increasing competition in sports businesses, it has led them to improve the services they provide in order to differentiate themselves from their competitors. Definitions of service quality revolve around the idea that it is the result of the comparison between customers' expectations about service and their perceptions of the way the service is performed (Caruana et al., 2000). Since service quality is related to customer satisfaction and customer retention, it is an important issue in the marketing literature (Alexandris et al., 2004). The concept of service, which appears by creating a competitive environment in many fields, can also increase the level of competition in the sports service sector (Yerlisu Lapa & Baştaş, 2012). Organizations that implement the knowledge discovery process develop their marketing strategies to improve their perceptions of service quality to both attract and retain consumers (Rajagopal, 2014). Qin and Prybutok (2009) emphasized that service quality should be improved through the detection of service improvement methods, and organizations should do better information processing to satisfy consumers in the best possible way. Attracting and retaining consumers depends on organizations that meet consumer expectations regarding service quality perceptions, which represent one of the most important determinants of consumer satisfaction (Koenigstorfer & Wemmer, 2019). Therefore, organizations that do not understand their customers' perceptions are more likely to lose their business.

As the interest in health increases, different sports centres which can be benefited from various sports programs play an important role in fulfilling the wishes of modern individuals (Kim & Han, 2013). Functions and roles of sports centres, which can fulfill the desire of individuals to participate in sports, are strengthened by keeping them up to date. In particular, sports centres play important roles not only in the health of individuals but also as places where individuals can experience self-realization through sports activities (Baek, 2002). Sports centres, which provide numerous benefits to modern people, are faced with fierce competition not only with other sports centres but also with other sports branches (Im et al., 2015). Since the service quality of sports centres creates a strong sense of closeness and commitment between sports centres and customers and it affects the intention to exercise, it has been seen that service quality is related to changes in exercise desire (Lee, 2017). Motivation for sports practice is a key factor for continuity and commitment (Batista et al., 2020).

In emerging markets, the key to ensuring the success of an organization is to develop consumer loyalty, which consists of both attitudinal and behavioural components (Kumar et al., 2013). In this study, it is aimed to examine the relationship between the perceptions of the service quality of the members who use a sports centre and their commitment to sports and to develop suggestions for sports centres to demonstrate a more effective marketing activity

with the data obtained.

2. Method

2.1 Research Model

The model of this research, which aims to determine the relationship between sports centre members' perceptions of service quality and their commitment to sports, is the “descriptive, relational survey (Survey)” model.

2.2 Research Group

The sample of our study consists of 426 (Female: 170, Male: 256) participants who go to sports centres. The average age of the participants is (30.0±7.92) for women and (31.8±7.47) for men.

2.3 Data Collection Tools

Questionnaire method will be used as data collection tool in the research. In the first part of the data collection tool, which consists of three parts, a 5-item personal information form, and in the second part, “Sports-Fitness Centres Perceived Service Quality Scale” developed by Uçan (2007) will be used. Sports-Fitness Centres Perceived Service Quality Scale (SFC-PSQ) has a 5-point Likert-type structure consisting of 31 items and 6 sub-dimensions. The scale does not have a total score feature. First dimension Interaction Quality (factor load values: between 0.63 and 0.78, alpha coefficient $\alpha=0.95$) consists of 10 items, second dimension Output Quality (factor load values: between 0.75 and 0.83, alpha coefficient $\alpha=0.92$) of 5 items, third dimension Physical Environment Quality (factor load values: between 0.40 and 0.74, alpha coefficient $\alpha=0.85$) of 7 items, fourth dimension Exercise Tools and Equipment (factor load values: between 0.67 and 0.76, alpha coefficient $\alpha=0.82$) of 3 items, fifth dimension Program Quality (factor load values: between 0.66 and 0.76, alpha coefficient $\alpha=0.83$) of 3 items and the sixth dimension Quality of Environmental Conditions (factor load values: between 0.68 and 0.75, alpha coefficient $\alpha=0.77$) consists of 3 items. In the third part of the study, the “Commitment to Sports Scale” will be used by Sırgancı et al. (2019). The scale has a 5-point Likert type structure consisting of 15 items and 4 sub-dimensions. The first-dimension vitality ($\alpha=0.79$) consists of 5 items, the second-dimension devotion ($\alpha=0.80$) of 5 items, and the third-dimension internalization ($\alpha=0.82$) of 5 items.

2.4 Analysis of the Data

In the study, “frequency (n), percentage (%), arithmetic mean (\bar{x}), and standard deviation (sd)” are used for personal information. Independent sample t-test and one-way analysis of variance (ANOVA) tests are used to determine the differences between the variables. To determine the reliability of the measurement tools, Cronbach's Alpha analysis is applied and the significance value of $p<0.05$ is taken into account.

2.5 Ethics of the Research

The necessary permission to start the study was obtained from the Scientific Research and Publication Ethics Committee of Yalova University Rectorate on 06.06.2021 (Document no:

2021/51).

3. Results

Descriptive statistics of the time spent in sports centres according to the gender of the participants are given in Figure 1.

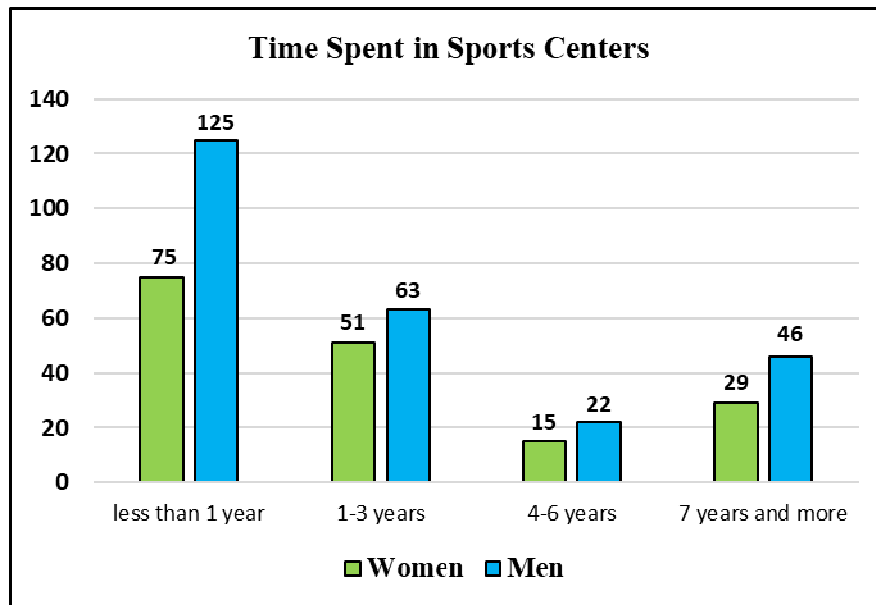


Figure 1. Frequency and percentage values of the time spent in the sports centres according to the gender variable of the participants

According to Figure 1, 62.5% of those who keep going to sports centres for less than 1 year are men (f: 125), and 37.5% are women (f: 75). Among the participants, 55.26% of the participants who keep going to the sports centre for 1–3 years are men (f: 63), and 44.74% are women (f: 51). Among the participants, 59.46% (f: 22) of the participants who are continually going to the sports centre for a period of 4–6 years are men, and 40.54% are women. Among the participants, 61.33% (f: 46) of the participants who keep going to the sports centre for 7 years or more are men and 38.67% are women.

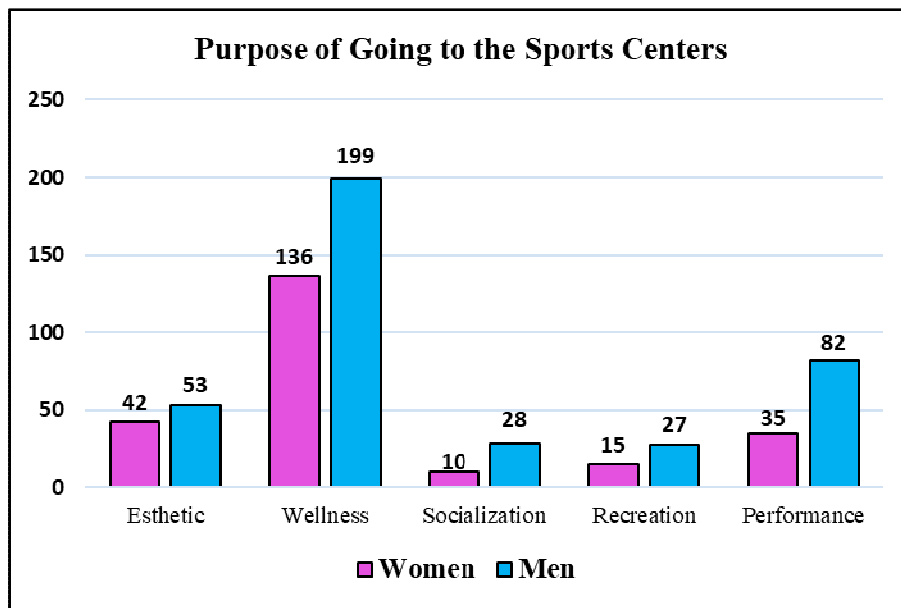


Figure 2. Frequency and percentage values for the purpose of going to the sports center according to the gender of the participants

When Figure 2 is examined, 40.6% (f: 136) of the participants whose purpose is healthy life are women and 59.4% (f: 199) are men. 29.9 (f: 35) of the participants whose purpose is performance are women, and 70.1% (f: 82) are men. 44.2% (n: 42) of the participants whose purpose is aesthetics are women and 55.8% (f: 53) are men. 35.7% (f: 15) of the participants whose purpose is just leisure time are women and 64.3% (f: 27) are men. Women constitute 26.3% (f: 10) and men constitute 73.7% (f: 28) for the purpose of socialization.

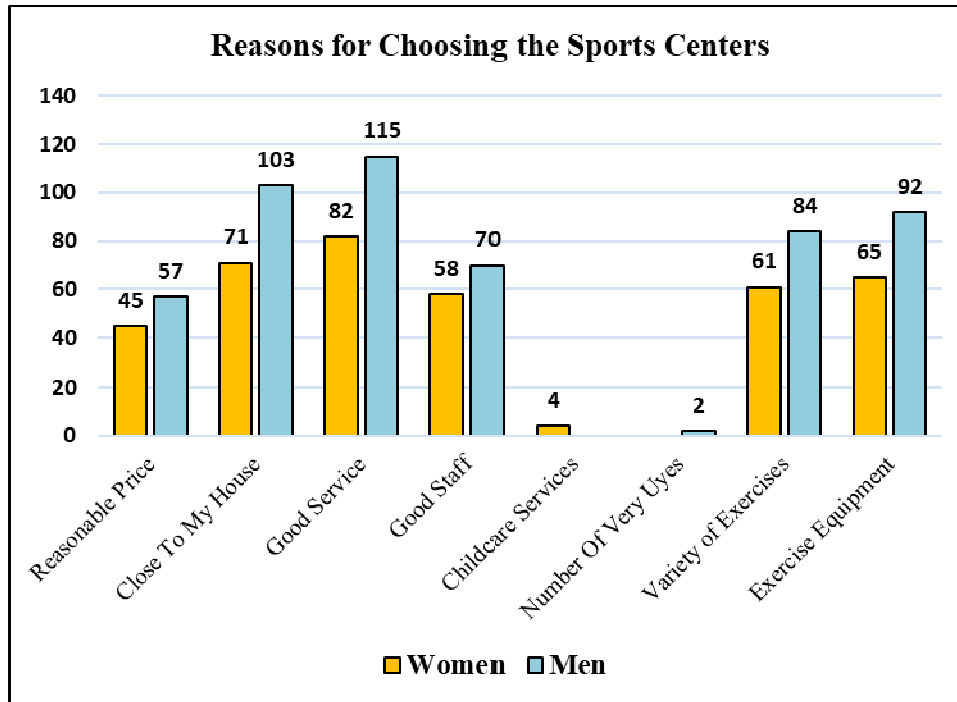


Figure 3. Frequency and percentage values of the reasons for choosing the sports center according to the gender of the participants

When Figure 3 is examined, 41.6% of the participants’ good service factor is women (f: 82), and 58.4% (f: 115) is men. 40.8% (f: 71) women and 59.2% (f: 103) men constitute the factor of being close to their homes. Women constitute 44.1% (f: 45) and men 55.9% (f: 57) of the affordable price factor of the participants. 41.4% (f: 65) of the exercise equipment factor of the participants are women and 58.6% (f: 92) are men. Women constitute 42% (f: 61) and men constitute 58% (f: 84) of the exercise diversity factor of the participants. 45.3% (f: 82) of the good personnel factor of the participants are women and 54.7% (f: 70) are men. 100% of the childcare service factor of the participants (f: 4) constitute women, and 100% of the factor of having many members (f: 2) constitute men.

Table 1. Participants’ Service Quality Scale min, max, standard deviation, and item average scores

	<i>n</i>	<i>min.</i>	<i>max.</i>	\bar{x}	<i>sd</i>	<i>Item Average</i>
<i>Quality of Interaction</i>	426	10	50	41.9	8.83	4.2
<i>Output Quality</i>	426	5	25	22.4	3.73	4.5
<i>Physical Environmental Quality</i>	426	7	35	26.4	6.46	3.8
<i>Exercise-Tool Quality</i>	426	3	15	12.4	2.54	4.1
<i>Program Quality</i>	426	3	15	12.1	2.94	4.0
<i>The Quality of Ambient Conditions</i>	426	3	15	12.1	2.85	4.0
<i>Total</i>	426	31	355	127	23.5	4.1

When Table 1 is examined, it is seen that participants' highest mean score in the service quality scale is in the sub-dimension of interaction (41.9 ± 8.83) and the lowest mean score is in the exercise-equipment quality sub-dimension (21.4 ± 2.54).

Table 2. Participants' Commitment to Sports Scale min, max, standard deviation, and item average scores

	<i>n</i>	<i>min.</i>	<i>max.</i>	\bar{x}	<i>sd</i>	<i>Item Average</i>
<i>Fitness</i>	426	6	20	16.2	3.31	4.0
<i>Dedication</i>	426	5	20	17.2	3.23	4.3
<i>Internalization</i>	426	5	25	21.0	3.96	4.2
<i>Total</i>	426	19	75	62.8	11.1	4.2

When Table 2 is examined, it is seen that participants' highest mean score in the commitment to sports scale is in the sub-dimension of internalization (21.0 ± 3.96), and the lowest mean score is in the fitness sub-dimension (16.2 ± 3.31).

Table 3. The t-test results of the participants' service quality and sports commitment scale scores by gender

	<i>Gender</i>	<i>n</i>	\bar{x}	<i>sd</i>	<i>t</i>	<i>p</i>
<i>Service Quality Total Score</i>	1.Women	170	132.8	18.98	3.93	0.000***
	2.Men	256	123.8	25.53		
<i>Sports Commitment Total Score</i>	1.Women	170	62.6	11.63	-0.436	0.66
	2.Men	256	63.0	10.79		

Note. ***= $p < .001$.

When Table 3 is examined, a statistically significant difference is found in favour of women in the total service quality score of the participants by gender ($t=3.93$, $p=0.000$, $p < .001$). Although the total score of commitment to sports according to gender is in favour of men, there is found no statistically significant difference. ($t=-0.436$, $p=0.66$, $p > 0.05$).

Table 4. Quality of Service Anova Post hoc test results of Participants by Gender

	<i>Gender</i>	<i>n</i>	\bar{x}	<i>sd</i>	<i>F</i>	<i>p</i>	<i>Difference</i>
<i>Quality of Interaction</i>	1.Women	170	44.0	6.80	18.43	0.000***	2>1
	2.Men	256	40.6	9.72			
<i>Output Quality</i>	1.Women	170	23.3	2.95	17.49	0.000***	2>1
	2.Men	256	21.9	4.08			
<i>Physical</i>	1.Women	170	27.5	6.04	8.97	0.004**	2>1
<i>Environmental Quality</i>	2.Men	256	25.7	6.63			
<i>Exercise-Tool Quality</i>	1.Women	170	12.7	2.24	5.70	0.02*	2>1
	2.Men	256	12.1	2.71			
<i>Program Quality</i>	1.Women	170	12.6	2.38	8.83	0.005**	2>1
	2.Men	256	11.8	3.22			
<i>The Quality of Ambient Conditions</i>	1.Women	170	12.7	2.47	11.03	0.002**	2>1
	2.Men	256	11.8	3.03			

Note. *= $p<.05$, **= $p<.01$, ***= $p<.001$.

When Table 4. is examined, in the interaction sub-dimension of the service quality scale ($F=18.43$, $p=0.000$, $p<.001$), in the output sub-dimension ($F=17.49$, $p=0.000$, $p<.001$), in the physical environment sub-dimension ($F=8.97$, $p=0.004$, $p<.01$), exercise-equipment sub-dimension ($F=5.70$, $p=0.02$, $p<.05$), in the program sub-dimension ($F=8.83$, $p=0.005$, $p<.01$) and in the sub-dimension of environmental conditions, there is a statistically significant difference in favour of males ($F=11.03$, $p=0.002$, $p<.01$).

Table 5. Service quality and commitment to sports scale scores Anova test results of the participants according to the time they have gone to the sports centre

	<i>Time</i>	<i>n</i>	\bar{x}	<i>sd</i>	<i>F</i>	<i>p</i>	<i>Difference</i>	
<i>Service Quality Total Score</i>	1. 1 less	200	123.3	22.78	5.39	0.000***	2>1	
	2. 1–3 years	114	131.0	22.00				3>1
	3. 4–6 years	37	137.3	23.07				
	4. 7 years or more	75	127.8	25.91				
<i>Sports Commitment Total Score</i>	1. 1 less	200	59.3	11.66	21.13	0.002**	2>1	
	2. 1–3 years	114	63.6	10.45				3>1
	3. 4–6 years	37	67.9	7.93				4>1
	4. 7 years or more	75	68.5	8.23				4>2

Note. **= $p<.01$, ***= $p<.001$.

When Table 5 is examined, in the service quality total score, compared to those who have been going to the sports centre for 1–3 and 4–6 years; there is a statistically significant difference in favour of those who have been going less than 1 year ($F=5.39$, $p=0.000$, $p<.001$).

Compared to those who continue going to the sports centre for 7 years or more, in the total score of commitment to sports; in favour of those who go for less than 1 year and 1–3 years, compared to those who have been going for 1–3 years; in favour of those who continue going less than 1 year compared to those going for 4–6 years; there is a statistically significant difference ($F=21.13$, $p=0.002$, $p<.01$).

Table 6. Service quality scale scores of the participants according to the time they have gone to the sports centre Anova post hoc test results

	<i>Time</i>	<i>n</i>	\bar{x}	<i>sd</i>	<i>F</i>	<i>p</i>	<i>Difference</i>
<i>Quality of Interaction</i>	1. 1 less	200	40.6	8.68	4.46	0.005**	3>1
	3. 4–6 years	37	45.4	8.04			
<i>Output Quality</i>	1. 1 less	200	40.6	8.68	4.69	0.004**	3>1
	3. 4–6 years	37	45.4	8.04			
<i>Physical Environmental Quality</i>	1. 1 less	200	40.6	8.68	6.46	0.000***	2>1
	2. 1–3 years	114	43.1	6.51			
	3. 4–6 years	37	45.4	8.04			
<i>Exercise-Tool Quality</i>	1. 1 less	200	40.6	8.68	2.19	0.09	3>1
	3. 4–6 years	37	45.4	8.04			
<i>Program Quality</i>	1. 1 less	200	40.6	8.68	2.38	0.07	3>1
	3. 4–6 years	37	45.4	8.04			
<i>The Quality of Ambient Conditions</i>	1. 1 less	200	40.6	8.68	4.89	0.003**	2>1
	2. 1–3 years	114	43.1	8.51			
	3. 4–6 years	37	45.4	8.04			

Note. *= $p<.05$, **= $p<.01$, ***= $p<.001$.

When Table 6 was examined, a statistically significant difference was found in the interaction quality sub-dimension in favour of those who went less than 1 year compared to the participants who went to the sports centre for 4–6 years ($F=4.46$, $p=0.005$, $p<.01$). A statistically significant difference was found in the sub-dimension of output quality in favour of those who went less than 1 year compared to the participants who went to the sports centre for 4–6 years ($F=4.69$, $p=0.004$, $p<.01$). Compared to the participants who went to the sports centre for 1–3 years and 4–6 years; in favour of those who went less than 1 year; a statistically significant difference was found in the physical environment quality sub-dimension in ($F=6.46$, $p=0.000$, $p<.001$). There was no statistically significant difference in the exercise equipment quality sub-dimension according to the duration of the participants to go to the sports centre ($F=2.19$, $p=0.09$, $p>.05$). There was no statistically significant difference in the program quality sub-dimension in the duration of the participants going to the sports centre ($F=2.38$, $p=0.07$, $p>.05$). A statistically significant difference was found in favour of the participants who went less than 1 year, compared to those who went to the sports centre for 4–6 years, and in favour of those who went to the sports centre for 1–3 years in comparison with the participants who went less than 1 year ($F=4.89$, $p=0.003$, $p<.01$).

Table 7. Sports commitment scale scores of the participants according to the time they have gone to the sports centre Anova post hoc test results

	<i>Time</i>	<i>n</i>	\bar{x}	<i>sd</i>	<i>F</i>	<i>p</i>	<i>Difference</i>
<i>Fitness</i>	1. 1 less	200	15.1	3.38	24.5	0.000***	2>1
	2. 1–3 years	114	16.2	3.19			3>1
	3. 4–6 years	37	18.0	2.39			4>1, 4>2
	4. 7 years or more	75	17.9	2.48			3>2
<i>Dedication</i>	1. 1 less	200	15.1	3.38	16.8	0.000***	2>1
	2. 1–3 years	114	16.2	3.19			3>1
	3. 4–6 years	37	18.0	2.39			4>1
	4. 7 years or more	75	17.9	2.48			
<i>Internalization</i>	1. 1 less	200	15.1	3.38	12.7	0.000***	2>1
	2. 1–3 years	114	16.2	3.19			3>1
	3. 4–6 years	37	18.0	2.39			4>1
	4. 7 years or more	75	17.9	2.48			

Note. ***= $p < .001$.

When Table 7 was examined, compared to the participants who have been to the sports centre for 1–3 years; in favour of those who go less than 1 year, compared to those who go to the sports centre for 4–6 years; In favour of those who go less than 1 year, compared to those who go to the sports centre for 7 years or more; in favour of those who go less than 1 year and between 1–3 years and compared to those who go to the sports centre for 4–6 years; a statistically significant difference was found in the sub-dimension of being fit in favour of those who go between 1–3 years ($F=24.5$, $p=0.000$, $p < .001$). Compared to the participants who go to the sports centre for 1–3 years; in favour of those who go less than 1 year, compared to those who go to the sports centre for 4–6 years; In favour of those who go less than 1 year, compared to those who go to the sports centre for 7 years or more; a statistically significant difference was found in the sub-dimension of dedication in favour of those who go less than 1 year ($F=16.8$, $p=0.000$, $p < .001$). Compared to the participants who go to the sports centre for 1–3 years; in favour of those who go less than 1 year, compared to those who go to the sports centre for 4–6 years; in favour of those who go less than 1 year, compared to those who go to the sports centre for 7 years or more; a statistically significant difference was found in the internalization sub-dimension in favour of those who go less than 1 year ($F=12.7$, $p=0.000$, $p < .001$).

4. Discussion

The following results are obtained in the study conducted to examine the relationship between the perceptions of the members on the sports centre towards service quality and their commitment to sports.

In our study, it is seen in the number of female (170) male (256) participants who go to sports centres that male participants are more. In similar studies, it was determined that male

participants who go to sports centres predominate (Aksoylu, 2019; Baş et al., 2017; Çalışkan, 2021; Erdoğan, 2016; Mansur, 2021; Süllüoğlu, 2018; Yıldız et al., 2016). The fact that men who go to gyms are more than women may vary according to cultural pressures and the roles given to women. As a matter of fact, it can be said that the low number of female participants going to the sports centre in a patriarchal society is quite normal.

4.1 Results According to the Purpose for Which the Participants go to the Sports Centre

It has been observed that men go to sports centres more according to the purpose of healthy life, performance, aesthetics, and socialization of the participants. In the study conducted by Mansur (2021), to examine perceptions on the service quality of participants who receive service from fitness centres, the primary purposes of going to the gym are determined as physical change (47%), feeling good (31%), and socializing (13%). In the study of Akkoyun (2015) on the quality of service in fitness centres, a healthy life comes first among the purposes of going to fitness centres. When similar studies are examined, it is seen that the purpose of the participants to go to sports centres is healthy life (Ayas, 2013; Solmaz & Aydın, 2021).

4.2 Results According to the Reasons Why the Participants Prefer the Sports Centre

41.6% of the participants' good service factor are women and 58.4% are men. 40.8% of the participants are women and 59.2% of them are men because of being close to their homes. In the study carried out to evaluate the health club service quality and customer satisfaction, it was determined that the physical environment had an effect on satisfaction (Alexandris et al., 2004). It has been observed that there is a positive relationship between the perceived quality and satisfaction of the members in the fitness center customers, and that the perceived quality (physical appearance, reliability, enthusiasm, competence, sensitivity) in the fitness centers has a decisive effect on the satisfaction of the members (Sevilmiş & Şirin, 2021). 41.4% of the participants' exercise equipment factors are women and 58.6% are men. Yıldız and Kara (2012) concluded in the study regarding service quality in sports centres that among the reasons for choosing the sports centers, equipment adequacy and hygiene are significantly effective. Of the exercise diversity factor of the participants, 42% are women and 58% are men. Caliskan (2021), in his study on service quality perceptions and expectations in sports centres, demonstrates that physical environment and equipment quality affect the duration of membership in the sports centre. In a similar study, as a result of the examination, which elements of service quality are prioritized by regular gym users, it has been determined that the most important elements according to users are physical environment and equipment (Polyakova & Ramchandani, 2020). Yusof et al. (2018) suggest that customers are more likely to renew their memberships and recommend them to others if a sports centre has a new and modern variety of equipment. In this context, it can be said that the physical environment and equipment diversity are among the important elements in the sports centre service environment. Women constitute 44.1% (f: 45) and men 55.9% (f: 57) of the affordable price factor of the participants. 45.3% (f: 82) of the good personnel factor of the participants are women and 54.7% (f: 70) are men. A similar study on the quality of service for sports centres shows that service quality is a loyalty factor only for inexperienced customers (Avourdiadou

& Theodorakis, 2014). 100% of the childcare service factor of the participants (f: 4) are women, and 100% of the factor of having a large number of members (f: 2) are men.

4.3 Results According to the Time Participants Have Gone to the Sports Centre

62.5% of those who go to sports centres for less than 1 year are men and 37.5% are women. Among the participants, 55.26% of the participants who go to the sports centre for 1–3 years are men and 44.74% are women. Among the participants, who go to the sports centre for a period of 4–6 years, 59.46% are men and 40.54% are women. Among the participants, who have been attending the sports center for 7 years or more, 61.33% are men and 38.67% are women. Gürbüz (2019), in his study, found that 54.2% of the members remained members for less than 6 months and 8.7% remained members for 2–3 years. Similar results were obtained in the studies of Sevilmiş (2015) and Süllüoğlu (2018). According to the study of Caliskan (2021), 96% of the members who went to the sports centre stated that they went for 3 months and 33.3% for 6 months. As a result of the research, it is thought that the individuals who are members of sports centres using it for 6 months or less may be related to the seasons.

4.4 Mean Scores and T-test Results of the Participants' Service Quality and Sports Commitment Scales

In the service quality scale mean scores of the participants, it is seen that the highest mean score is in the interaction quality sub-dimension (41.9 ± 8.83) and the output quality sub-dimension (22.4 ± 3.73), and the lowest average score is in the exercise-equipment quality sub-dimension (21.4 ± 2.54). According to the results of Mansur (2021), it is determined that the highest average is in the output sub-dimension (4.21 ± 0.78) and the lowest average is in the physical environment sub-dimension (3.81 ± 0.80). In similar studies, it is observed that the output quality sub-dimension is higher than the other dimensions (Üzüm et al., 2016; Yıldız et al., 2016). Considering the studies examined, the fact that the quality of the output is generally higher than the other sub-dimensions can be associated with the psychological and physiological high provided by the participants. The fact that the exercise-equipment quality sub-dimension is low may be due to the low level of knowledge of the users about exercise and equipment quality. It is seen that the highest mean score in the sub-dimension of internalization (21.0 ± 3.96), and the lowest mean score in the sub-dimension of being fit (16.2 ± 3.31) in the mean scores of the participants' commitment to sports scale. In the study of Siyahtaş et al. (2020) on athletes, high values were found in the sub-dimensions of dedication (4.02 ± 0.70) and vitality (4.01 ± 0.71). In similar studies, high mean values were reached in the sub-dimensions of the participants' sports commitment scale (Babic et al., 2015; Francisco et al., 2018). A statistically significant difference was found in favour of women in the total service quality score of the participants by gender ($t=3.93$, $p=0.000$, $p<.001$). Although the total score of commitment to sports according to gender was in favour of males, there was no statistically significant difference ($t=-0.436$, $p=0.66$, $p>0.05$). In the study of Can and Kızılet (2021), there was no significant difference between the gender variable of commitment to sports, but the mean score of male participants was (3.89 ± 0.81). In the same study, it was determined that there was a positive relationship between service quality and sports commitment, and that service quality had a significant effect on sports

commitment. In the study carried out to measure satisfaction and loyalty in sports centres, it was concluded that verbal communication had an effect on satisfaction (Moura e Sá & Cunha, 2019). It can be said that there is a relationship between service quality and sports commitment and that the increase in service quality affects the level of sports commitment of the members.

4.5 Service Quality Test Results of the Participants by Gender

A statistically significant difference was found in favour of men in all sub-dimensions of the service quality scale. Türksoy and Aycan (2020) found that male participants had a higher quality perception level in their study on service quality in sports centres. In a similar study on the perception of service quality in sports centres, male participants were found to be statistically significant (İslamoğlu et al., 2019). In the study examining the relationship between service quality and customer loyalty, it was determined that the average scores of male participants in the service quality sub-dimensions according to the gender variable were high (Gürbüz & Gücal, 2020). In the study of Siyahtaş et al. (2020), the average values of women were high, although there was no big difference between them in terms of the sub-dimensions of vitality, dedication, and internalization.

4.6 The Test Results of the Participants' Service Quality and Sports Commitment Scale Scores According to the Time They Have Gone to the Sports Centre

According to the total score of service quality, compared to those who go to the sports centre for 4–6 years, in favour of those who go less than 1 year, compared to those who go for 1–3 years; there is a statistically significant difference in favour of those who go less than 1 year. In the total score of commitment to sports, compared to those who have gone to the sports centre for 7 years or more; in favour of those who go for less than 1 year and 1–3 years, compared to those who have gone for 1–3 years; in favour of those who have gone less than 1 year compared to those who have continued for 4–6 years; a statistically significant difference was found. Polyakova and Ramchandani (2020) indicate that how regular gym users perceive the relative performance of physical environment quality is a key determinant of overall perceptions of service quality regarding gym use. In the study of Can and Kızılet (2021), the scale of commitment to sports was determined by the time they did sports; it has been determined that the commitment to sports of individuals who have been doing sports for 6-10 years is higher than those doing sports for 0–5 years. Kalkavan et al. (2021) examined the exercise addiction levels in elite athletes in their study and found a significant difference in terms of the time spent in sports. In this context, it can be said that since the physical appearance of individuals who have been doing sports for a long time reaches a certain level, they continue to do sports in order not to lose that appearance and there is a positive relationship between their commitment to sports.

5. Conclusion

Consequently, it has been shown that perceived service quality has a positive effect on participants' commitment to sports. Due to intense commercial competition, service quality creates value only when it is marketable and customer-oriented. In this context, it can be said

that it positively affects the intention to exercise. It can be evaluated in future studies, considering that positively perceived service quality may be affected by the diversity in sports centres and thus increase their intention to exercise.

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