

CHAPTER 1 INTRODUCTION

1.1. Research Background

Health and wellness have been a public priority that has been on-going after the pandemic (Smith, 2023). For that reason, a healthy lifestyle is considered dominant in public eyes. Healthy lifestyle consists of physical activity, good hours of sleep, and eating clean (Yadav, 2022). Therefore, these days, many companies engage in the fitness industry, one of them is establishing a fitness center. Customers would be interested in a fitness center based on their comfort that could be achieved by the facilities and services.

The services and facilities that are offered by the fitness center could affect the goals of the customers. Also, the achievement of the goals of the customers could affect the satisfaction and delight of the customers. Given that fact, customer satisfaction and customer delight are important for the long-term success of the company (Foroughi et al., 2019). Thus, the fitness center needs to escalate their process quality (the facilities and employee services) for the customers to feel comfortable during their workout. With the facilities and services that have been offered and the comfort of customers, it could help to achieve the goals of members on fitness.

Excellent facilities and services that are offered from the fitness center could help their customers to achieve their goals (Foroughi et al., 2019). When the customers' goals have been achieved, customers would feel satisfied and delighted with the process they have undertaken before, which is doing exercise at the fitness center (Foroughi et al., 2019). Moreover, when the customer is happy and joyful, they will feel satisfied. The satisfaction and delight of the customers could give impact to the fitness center, because the customers could share their reviews and experiences to their socials. Therefore, the fitness center could be more well-known after the customers shared their experiences of their exercise and goals have been achieved. Indirectly, the fitness center could attract public interest in doing exercise at the fitness center.

The research about the interrelationship between process quality, outcome quality, customer satisfaction, customer delight, and behavioral intention has been very little. This research aims to examine the influence of fitness centers of the gym members towards those variables. Therefore, this research made for a better understanding of the relation of each variable towards fitness centers.

1.2. Research Question

There are several problems in this research will be addressed with these following questions:

1. Does process quality positively influence customer satisfaction towards fitness centers?
2. Does process quality positively influence customer delight towards fitness centers?
3. Does outcome quality positively influence customer satisfaction towards fitness centers?
4. Does outcome quality positively influence customer delight towards fitness centers?
5. Does customer delight have a positive impact on customer satisfaction towards fitness centers?
6. Does customer delight have a positive impact on behavioral intention towards fitness centers?
7. Does customer satisfaction have a positive impact on behavioral intention towards fitness centers?

1.3. Research Objective

Based on the research question, the main objective of this research is:

1. To determine whether process quality has a positive impact on customer satisfaction towards fitness center

2. To determine whether process quality has a positive impact on customer delight towards fitness center
3. To determine whether outcome quality has a positive impact on customer satisfaction towards fitness center
4. To determine whether outcome quality has a positive impact on customer delight towards fitness center
5. To determine whether customer delight has a positive impact on customer satisfaction towards fitness center
6. To determine whether customer delight has a positive impact on behavioral intention towards fitness center
7. To determine whether customer satisfaction has a positive impact on behavioral intention towards fitness center

1.4. Research Contribution

After analyzing the research question and objective, this research intends to provide several benefits. The results of this research could be applied to fitness centers to develop their companies' marketing strategy planning. Based on the variables of this research, the researcher hopes that fitness centers can find what is needed to improve and affect their customers.

This research will also enhance more reference about the effects of process quality and outcome quality on customer satisfaction and customer delight towards fitness centers. Additionally, the effect of customer delight on customer satisfaction towards fitness centers. Furthermore, the effect of customer satisfaction and customer delight on behavior intention towards fitness centers. This research is expected to provide the latest reference related to the topic. Finally, this research applies knowledge in marketing that has been studied by the researcher at Universitas Atma Jaya Yogyakarta.