

Service Quality of The Fitness Center KBU SPORT COMPLEX, Kasem Bundit University

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Abstract—A Study on Service Quality of Fitness Center KBU SPORT COMPLEX, Kasem Bundit University The objectives were to study satisfaction and factors affecting service quality of KBU SPORT COMPLEX fitness center, Kasem Bundit University. The study consisted of 355 service members using questionnaires Factors affecting service quality of Fitness Center KBU SPORT COMPLEX Kasem Bundit University The overall picture is at a very important level. Service satisfaction level of KBU SPORTCOMPLEX fitness center, Kasem Bundit University Overall, it is at a very important level. hypothesis test results Personal data regarding gender, type of service user, occupation, year level, affiliated with the study faculty It affects service satisfaction of KBU SPORT COMPLEX fitness center,

Suggestions from the results of university studies should focus on training personnel to be knowledgeable in the service work. can give advice and help Answer the user's questions correctly. Cultivate staff to have a passion for service are ready to provide quality service Supervise and follow up for personnel Responsible for performing the tasks according to the specified date and time of service of service personnel who are equal users, providing detailed information on costs. Clear terms of service to service users in order to create an impression and confidence in using the service.

Keywords— Service Quality, Fitness Center, Kasem Bundit University.

I. INTRODUCTION

Exercise is a topic that people always talk about. Nowadays, there are more and more campaigns to exercise, but it appears that there are not many people who exercise continuously. (Chatzisarantis, Hagger, Biddle, Smith, & Wang, 2003) The important thing is to start with exercise. ourselves first because no one can create good health for us other than ourselves, so we should know the principles of exercise properly by having to start with ourselves first, maybe starting from a little bit a day gradually increasing more and more until the level that is most beneficial to the body Exercising doesn't mean having to compete with others, but exercising in competition with yourself. (Porcari, Bryant, & Comana, 2015) Before exercising, many people cite reasons for not exercising, such as lack of time, no place, health problems. air problems It's all an excuse not to exercise. It's probably more beneficial than it is. It's nice to know that exercising isn't a huge amount of time a day, and half an hour a day is enough for people who don't have much time and don't need the floor. at or many devices

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There is only enough space to walk and exercise will keep your heart muscles in good shape. Prevent osteoporosis, prevent obesity, exercise keeps the body fresh, energized to work. and continue to fight with life happily The fitness center therefore focuses on providing exercise equipment such as treadmills, elliptical machines, etc. This can be seen from the presence of fitness centers for business in large shopping centers. or in various buildings that are the center of the community with many residents both in Bangkok and other provinces (Zambon, McDearmon, Salomonis, Vranizan, Johansen, Adey,& Conklin, 2003).

As for Kasem Bundit University, (Suwandee, 2009) it is a private university established by educational administrators who have experience in managing primary and secondary education. From the establishment of Kasempittaya School in 1960, it developed until it became a higher education management. "Kasem Bundit College" was established on February 24, 1987, and with the determination to develop education to advance the college administrators. Therefore, education has been developed and progressed progressively. By expanding more faculties and disciplines, as well as in 1993, the Ministry of Universities approved to change the type of college to "Kasem Bundit University" From the study, it was found that the service quality of various service establishments It is important to influence the satisfaction and decision making of the services of that property from the concept of service quality according to (Parasuraman, et al. 1988) identified five areas, including Tangibles, Reliability, Reliability, Responsiveness, Assurance, Empathy (Armstrong, Mok, Go, & Chan, 1997).

As a student of Kasem Bundit University therefore interested in studying Service Quality of Fitness Center KBU SPORT COMPLEX, Kasem Bundit University To be a guideline in the implementation of management, improvement and development of exercise services to be effective in response to the needs of the service and the impression of both the provider and the service recipient continually. (Sombathavee, 2018).

A. Study objectives

To study the service quality of the fitness center KBU SPORTCOMPLEX University

Laikasem Bundit To study the level of satisfaction with the service of the fitness center KBU SPORT COMP LEX Kasem Bundit University.

II. RESEARCH METHODOLOGY

This study on the quality of service in the fitness center KBU SPORT COMPLEX, Kasem Bundit University has the objectives To study the service quality of the fitness center KBUSPORTCOMPLEX Kasem Bundit University To study the level of satisfaction in the service of the fitness center KBU SPORT COMPLEX, Kasem Bundit University To compare service satisfaction of KBU SPORT COMPLEX fitness center, Kasem Bundit University Classified by personal information To study the relationship between service quality and service satisfaction of KBU SPORT COMPLEX fitness center, Kasem Bundit University. to study the quality of service that affects satisfaction of the fitness center KBU SPORT COMPLEX, Kasem Bundit University The methodology for the study was set as follows: (Sombathavee, 2018)

A. Population and sample used in the study

The population used in this research was 3,154 students, staff, personnel and outsiders who used KBU SPORT COMPLEX fitness center. The sample size was calculated using the Taro Yamane formula (Ymane, Taro, 1973) at the 95% confidence level or with an error of 0.05, the sample size of 355 samples was calculated. The sample size was 354.98 samples. In this study, 355 sample groups were used to distribute questionnaires. (Phongsamran, & Uttamang, D. (2016)

B. Methods for collecting data

in order to complete the study. There is a method for collecting data. The following information is gathered from studies and research from various sources, including textbooks, documents and other research results. related

Information obtained from the questionnaire of the target

audience and get it back by yourself Conduct a complete check This ensures that the questionnaire is complete, complete and can be used for further analysis.

C. Data processing and analysis

Processing the data obtained from the questionnaire with a computer program by finding the rate The percentage (Percentage) and average (Mean) program Microsoft Excel, which is a package program for creating pie charts (Pie Chart) and bar charts (Bar Chart) with an explanation of the results. and bring the results obtained from the chart to present for analysis according to the characteristics of various variables

D. Statistics used in data analysis

Descriptive Statistics The statistics used are percentage (Mean) to describe the demographic data of the respondents and variables. Inferential Statistics were used for hypothesis testing. The statistics used were t-test, ANOVA analysis used F-test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis. (Rojewski, Lee, & Gemici, 2012)

E. Study results

From the study of Service Quality of Fitness Center KBU SPORT COMPLEX, Kasem Bundit University is a quantitative study (Quantitative Research) The researcher collected data by using a questionnaire from the service recipients. A total of 355 complete questionnaires were obtained. The results of the data analysis are presented in the following order. couple analysis results service satisfaction of Fitness Center KBU SPOR COMPLEX Kasem Bundit University Classified according to the affiliation of the Study faculties.

Faculties	Business Administration	Communication Arts	Architecture	Science and Technology	Sports Science	International Programs	Law	Engineering	Liberal Arts	Psychology	APDI	Nursing
Faculty of Business Administration		0.73	0.055*	0.993	0.123	0.165	0.099*	0.128	0.337	0.283	0.753	0.713
Faculty of Communication Arts			0.148	0.723	0.079*	0.107	0.064*	0.273	0.592	0.193	0.984	0.526
Faculty of Architecture				0.004*	0.001*	0.002*	0.001*	0.749	0.312	0.008*	0.152	0.053*
Faculty of Science and Technology					0.101	0.143	0.083	0.112	0.0314	0.008*	0.152	0.053
Faculty of Sports Science						0.956	0.812	0.004*	0.013*	0.835	0.090*	0.375
Faculty of International Programs							0.783	0.007*	0.023*	0.879	0.12	0.422
Faculty of Law								0.004*	0.012*	0.69	0.074*	0.302
Faculty of Engineering									0.519	0.022*	0.275	0.107
Faculty of Liberal Arts										0.063*	0.586	0.253
Faculty of Psychology											0.207	0.207
Aviation Personnel Development Institute												0.546
Faculty of Nursing												

* Statistical significance level at .05

F. Conclusion

A Study on Service Quality of Fitness Center KBU SPORT COMPLEX, Kasem Bundit University To study the service quality of the fitness center KBU SPORTCOMPLEX, Kasem Bundit University To study the level of satisfaction in the service of the fitness center KBU SPORT COMPLEX, Kasem Bundit University To compare service satisfaction of KBU SPORT COMPLEX fitness center, Kasem Bundit University Classified by personal information To study the relationship between service quality and service satisfaction of KBU SPORT COMPLEX fitness center, Kasem Bundit University. to study the quality of service that affects satisfaction of the fitness center KBU SPORT COMPLEX, Kasem Bundit University, a quantitative study (Quantitative Research) study from service members A total of 355 questionnaires were used as data collection tools and statistical data were used for data analysis, i.e. percentage, mean, t-test, F-test (One-Way ANOVA), Correlation and Multiple Regression Analysis. (Heiberger, & Neuwirth, 2009)

Information on factors affecting service quality of KBU SPORT COMPLEX fitness center, Kasem Bundit University From the study of data on factors affecting service quality of fitness center KBU SPORT COMPLEX, Kasem Bundit University found that Tangibles, Reliability, Responsiveness, Confidence Building Assurance) Empathy is in a very important level. The details are as follows.

G. Tangibles

In terms of things that can be touched (Tangibles), the results of the study were found to be in a very important level. with detailed comments In the level of very important 5 items, consisting of service personnel with responsibility and willingness. The equipment and technology used for the service are appropriate. The staff are courteous. are ready and willing to serve Provide efficient and quality service. Staff dress politely. clean, in order

(Reliability)

Credibility (Reliability) The results of the study found that it was in a very important level. with details of opinions in 5 items of high importance, consisting of staff able to give advice and answer questions of service users The fitness center is open and closed on time as informed by the staff to provide accurate and reliable service. Staff are knowledgeable about service issues and professional service staff are standardized accordingly.

(Responsiveness)

response side (Responsiveness) The results of the study found that it was in a very important level. with detailed comments In the level of high importance, 5 items, consisting of the availability of useful information for service users in case of problems The staff will rush to fix the problem. The staff came to work on time, the staff were enthusiastic to provide service and worked properly, and the staff continued to provide information about health services, respectively.

Building confidence (Assurance)

As for building confidence (Assurance), the results of the study found that it was in a very important level. The details of opinions are at a very important level, 5 items, consisting of a telephone number that can be contacted at any time. is a knowledgeable person who can give advice and answer questions Service personnel answer questions and provide information. There is an indiscriminate order of service. and provide excellent service to users on a regular basis, respectively

(Empathy)

In terms of care (Empathy), the results of the study found that it was in a very important level. The details of opinions are in 5 items of high importance, consisting of equal attention to each service user. able to remember student details Members who can use the service such as Contact information, first and last name is considered the most important thing for the benefit of the user. Take care and meet the needs of service users as well. and the officers are interested in following up with the service users after the service has been rendered in order

Information on the level of satisfaction in service of the fitness center KBU SPORTCOMPLEX, Kasem Bundit University From a study on the level of satisfaction in service of KBU SPORT COMPLEX Fitness Center, Kasem Bundit University, it was found that Equitable Service, Timely Service, Ample Service) Continuous Service (Progressive Service) in a very important level The details are as follows.

(Equitable Service)

In terms of providing equal service (Equitable Service), the results of the study found that it was in a very important level. with details of opinions in 3 items of high importance, comprising of notification of the number of people waiting to receive the service before There are facilities for service users and receive non-discriminatory services, respectively.

(Timely Service)

In terms of timely service, the results of the study found that it was in a very important level. The details of the opinions were at a very important level, 5 items consisted of preliminary consultation. before entering the service service personnel Resolve problems in a timely manner have first aid and timely in case of emergency patients Accidents, etc. Service providers are ready to listen to members' complaints promptly and at the time of payment for various services. at the right time, respectively.

(Ample Service)

n terms of providing adequate service (Ample Service), the results of the study found that it was in a very important level. The details of the opinions were at a very important level, 3 items consisted of the arrangement of adequate exercise equipment. There are facilities for service users. and provide adequate parking services respectively

(Continuous Service)

Regarding continuous service, the results of the study found that it was in a very important level. with details of opinions in 5 items of high importance consisting of various service points

Ready to serve all the time and staff are always giving advice. Facilities are available all the time, opening / closing services on time and providing information, respectively.

(Progressive Service)

Progressive Service (Progressive Service) results from the study found that it is in a very important level. The details of the comments are at a very important level, 3 items, including news on the pages of FACEBOOK and KBU SPORT COMPLEX. There are modern services such as online payment. Location is being renovated. Exercise equipment and reading facilities regularly, respectively.

III. DISCUSSION OF STUDY RECOMMENDATIONS

From the study of service quality factors that influence service satisfaction of KBU SPORT COMPLEX fitness center, Kasem Bundit University The students have suggestions as follows: Universities should focus on personnel matters. Because the fitness center KBU SPORT COMPLEX Kasem Bundit University It is a fitness center with both students and outsiders. Therefore, we must pay attention to the quality of service, such as training staff to smile and greet service users. Instilling in all officers to have a passion for service These are small things, but they can make a great impression on users.

The university should pay attention to the image of KBU SPORT COMPLEX fitness center staff, Kasem Bundit University. This is because research indicates that response factors influence service satisfaction in fitness centers. should direct the staff to work on time Universities should focus on speed, for example, fast problem solving. Providing services to members who use the service equally Provide detailed information, expenses, and clear terms of service. service is fast Various payment methods May be able to define clear work procedures to avoid the complexity of operations Including training personnel to inform the service users in the truth without concealing or neglecting.

IV. SUGGESTIONS FOR THE NEXT STUDY

Should study problems in using the services of KBU SPORT COMPLEX fitness center members. or deficiencies in the service in order to know the main problems and be able to fix them right Because these problems are the things that should improve the service development of the fitness center KBU SPORT COMPLEX, Kasem Bundit University.

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