

SATISFACTION OF USERS IN THE UNIVERSITY CONTEXT: A CASE STUDY OF AQUATIC ACTIVITIES OF UPFIT PROGRAM

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Introduction

The service quality is pointed as essential to consumer satisfaction. Consumer satisfaction results of an consumer evaluation about a service based on his expectations and needs (Efi & Anastasia, 2013). Thus, the evaluation of consumer satisfaction can give important information about the repurchase intentions which is crucial for organization's financial viability (Ferrand et al., 2010). Specifically, in swimming, one of the preferred Portuguese leisure activities, the consumer satisfaction research become more important since the pools are a complex management facilities.

Objective

The main objective of the present study is to compare the consumer satisfaction (through cleanliness and storage, temperature maintenance, staff, and classes' analysis) on aquatic activities of UPorto Fitness Program (UPFit) in 2015 and 2016.

Methods

A satisfaction questionnaire was applied in two moments (2015 and 2016) on UPFit, to 151 aquatic activities users (52 and 99 in 2015 and 2016, respectively). Mean and SD were computed, as well as, unpaired samples student's t-test and Cronbach Alpha (α) of service quality in 2015 (0,988) and in 2016 (0,832).

Results

In 2015 compared with 2016, was obtained higher consumer satisfaction with staff image and sympathy, but lower consumer satisfaction with cleanliness, pool and bathroom air temperature, water treatment, reception staff, feedbacks and dynamism in class, and the use of sport equipment in the class (table 1):

Table 1: Satisfaction results obtained in 2015 and 2016

Satisfaction Dimensions	M±SD	Sig
Cleanliness and Storage		
Pool cleanliness 2015	3,79±0,80	0,007*
Pool cleanliness 2016	3,39±0,90	
Temperature		
Air Temperature swimmingpool 2015	3,83±0,92	0,000*
Air Temperature swimmingpool 2016	3,00±1,08	
Air Temperature bathroom 2015	3,94±0,75	0,000*
Air Temperature bathroom 2016	2,89±0,75	
Maintenance		
Water Treatment 2015	3,77±0,85	0,000*
Water Treatment 2016	2,47±0,68	
Staff		
Image 2015	4,31±0,76	0,050*
Image 2016	4,54±0,63	
Simpathy 2015	4,40±0,69	0,014*
Simpathy 2016	4,67±0,57	
Reception staff 2015	4,25±0,86	*0,001
Reception staff 2016	3,75±0,79	
Classes		
Feedbacks 2015	4,46±0,67	0,019*
Feedbacks 2016	4,16±0,85	
Dynamism 2015	4,42±0,70	0,033*
Dynamism 2016	4,10±0,95	
Use of sport equipment 2015	4,38±0,60	0,022*
Use of sport equipment 2016	4,07±0,87	

Conclusions

Staff image and sympathy investment should be sustained. Should be enhanced cleanliness and water treatment, as the attention assigned to pool and bathroom air temperature.

The service to consumers by reception staff also requires improvement, as feedbacks and dynamism displayed, and the use of sport equipment during classes.

Efi, T., & Anastasia, T. (2013). Does satisfaction affect A member's psychological commitment to A fitness center? *Journal of Physical Education & Sport*, 13(4), 522-527.

References

Ferrand, A., Robinson, L., & Valette-florence, P. (2010). The intention-to-repurchase paradox: A case of the health and fitness industry. *J Sport Manage*, 24(1), 83-105.