

Title of Thesis	Study Of Customers Expectation And Satisfaction Of The Services Provided By Fitness Centre In Miri
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ABSTRACT

The purpose of the quantitative, correlation study is to evaluate the customer satisfaction and expectation in Fitness Centre in Miri and the Members perception of the customer's satisfaction relate to the fitness Centre's in the town.

Meeting the demands of customer satisfaction is among the most difficult task facing sport managers today. Measuring customer satisfaction is not a straightforward issue, as research has shown that satisfaction is a multi-dimensional concept. The aim of the present study was to develop standardize a scale measuring customer satisfaction. Based on a sample of the 50 respondents of five private fitness club participated in the research and completed the instrument. The result supported the multidimensionality of the concept of satisfaction, and revealed the existence of few factors which are facilities, services, individual, and health. The total scales were shown to have satisfactory psychometric properties.