

A Study Of Consumer Loyalty Towards Fitness Centers In Jaipur City

Nitin Sharma*

Prateek Jain**

ABSTRACT

The consciousness of a healthy lifestyle in the society is expanding day by day. Therefore, fitness centers and health clubs are spurred to concentrate more and more on these business opportunities. The survival of fitness centers and health clubs in the present competitive world relies mainly upon their comprehension to satisfy the consumers so as to obtain consumer loyalty. Retention of loyal consumers and ultimately increasing the organizational profitability are significant outcomes of consumer service quality as well as consumer satisfaction (Brady & Robertson, 2001). The objective of the present research study is to find the role of consumer loyalty (attitudinal and behavioral measures), service quality dimensions (consumer value and physical environment) and overall consumer satisfaction in the fitness centers of Jaipur city. The main variables which were selected to predict consumer loyalty are service quality and satisfaction of consumer. The present study also provides a discussion and offers direction for further research.

Keywords: Consumer loyalty, Fitness centers, Health Clubs, Service quality, Marketing, Consumers' satisfaction.

INTRODUCTION

Health clubs and fitness centers flourish and develop from assaulting business sector changes and conditions by investigating their consumer's need head-on. Most health clubs and fitness centers promote new membership sales by diversifying their facilities. Revenue and Income streams can be accomplished by creating internal and external profit centers, generating new leads for membership sales, increasing membership, implementing technology-related services, and better developing value for service like personal training, group fitness classes, and organizing fitness or training camps.

Serving the consumer is the latest improvement for every establishment, though it is the oldest one too. The most secure approach is to endure and prevail in offering good quality services with the aim to remind the consumers of the service (Seifali and Goudarzi 2009).

A major issue that the organizations are managing in the present competitive conditions is to get educated about how many consumers are satisfied and what their perspectives are about the working of the organization, its products, and its services. The capability of intently observing consumer's satisfaction and loyalty will set up the ground for livening on in competition arenas and getting a larger share of the market. Wan (2010) reasoned that service quality & consumer satisfaction are the factors that directly identify with high consumer loyalty.

TERMINOLOGIES DEFINED

Consumer loyalty may be regarded as a commitment from the consumer to a specific brand, product, or service bureau despite the provision of alternate choices (Shankar et al., 2003). The consumers stay loyal to an organization as long as they feel that the organization can provide them with better

service or product than another competitive organization (Bose & Rao, 2011). Thus, consumer loyalty is the degree of continuity in the consumer's relationship with a particular brand or service provider (Soderlund, 2006). There are two dimensions of consumer's loyalty, one is the behavioral loyalty and the other one is the attitudinal or emotional loyalty. The behavioral aspect of consumer's loyalty includes repeat buying or frequency of attending the organization (Pritchard et al., 1992), and the duration of the consumer & service-provider association (Soderlund, 2006). The attitudinal aspect of consumer's loyalty includes three major indicators of consumer retention - consumers' intention to repurchase (or revisit), probability of exploiting the services of another service provider, and their disposition to recommend the service to other prospective consumers (Voss et al., 2004). Behavioral loyalty indicates that the consumers have loyalty to the company but they have hardly any emotional bond with the company or its product/ services in the manner that emotionally loyal consumers have; on the opposite side, emotional loyalty have much stronger and longer lasting bond than behavioral loyalty (Kuusik, 2007).

Consumer Satisfaction is one of the marketing concepts that measures how the company's products and services meet or surpass consumer's expectation. Consumer Satisfaction is an important idea for the fitness centers because it provides the owners and managers with a metric that they can use to manage and improve their services and profitability.

Service quality as an antecedent to overall consumer's satisfaction seems to be mainly a consumer's psychological feature analysis of a service provider's performance (Cronin, 2003). The relative significance of the physical attributes of the service (clean, comfy, fashionable and modern facilities),

and staffing attributes were identified in studies of sports and fitness centers (Afthinos et al., 2005).

Consumer value is outlined as the quantitative relation between benefits perceived and sacrifices perceived (Payne & Holt, 2001). Consumer's sacrifices include financial payments and non-financial sacrifices such as time consumption, effort utilization, and stress practiced by the consumers (Jain & Kumar, 2015).

Physical environment is one amongst the foremost important elements resulting in consumer pleasure in sport clubs or fitness center (Deniz, 2006). The physical environment is a factor that contributes to service quality that associates with other elements (Bradley, 1999). The physical environment of fitness center includes modernity and completeness the sporting equipments, cleanliness of the sports arena and clock room, smell and temperature of the sports venue.

RATIONALE OF THE STUDY

Present day stiff competitive forces within the service industry has caused the businesses to become deeply concerned about attracting potential consumers and attempting to maintain a long-term relationship with their current consumers (Jamil & Aryaty, 2010). Moreover, the organization ought to be a lot more sensitive to the relationships with their consumers, particularly for their existing consumers. To build and maintain consumer loyalty is, at far, a significant way to win these increased competitive forces.

REVIEW OF LITERATURE

Existing literature on Consumer's Satisfaction

Alexandrisa and Palialia (1999) administered a research study to develop and standardize a scale intended to measure the extent of consumer's satisfaction, on the basis of a sample of Greek population. The research can be viewed as an extension of the previous study undertaken by Beard and Ragheb, who measured the satisfaction level in leisure activities. 210 members of three private fitness centers participated in the research to complete the analysis. The results supported the multi-dimensionality of the idea of consumer satisfaction, and unconcealed the influence of five elements: services / facilities, psychological, relaxation, social, and fitness / health. The overall scale and the various sub-scales were shown to possess satisfactory psychometric attributes.

Buchha (2012) studied the fitness trends in India and suggested the necessity for the development of fitness programs for people of retirement age. The study bestowed the following observations relating to the fitness trends in India: The fitness trends and technologies are changing at a quick pace and thus, few steps must be undertaken to educate the new users on the latest trends and technologies. Improving the health of future generations and encouraging the healthy habits for a lifetime were viewed in the form of a challenge for the fitness industry. He also ascertained a shift toward gentler, more introspective exercises that conjointly contribute to improving the cardio-vascular health while increasing flexibility and muscular strength. The research paper recommended that fitness centers must provide extremely customized fitness merchandise and experiences that are able to meet the present day consumer's needs. The researcher observed that fitness centers and health clubs might become a key partner in operating with healthy and at-risk populations to promote and sustain wellness.

Deloitte Access Economics (2012), commissioned by 'Fitness Australia' conducted a survey with the aim to provide a detailed overview of the fitness industry in Australia. The ensuing report provided the fitness industry with vital information and trends that might be helpful to the development of fitness industry and to identify and address the various associated opportunities and challenges in order to ensure the continued strength and prosperity of the fitness industry. The obtained data indicated a high number of users within the range of 25-34 years of age, with higher rates of female to male participation. The report showed a faster rate of growth for the industry than alternative industries and expected further growth for the fitness industry. The report additionally stressed the necessity for innovation with a view to satisfy the changing consumer preferences and to develop a larger capability to integrate the latest technology in service provision.

Franchise Help (2014) provided a report on "Fitness Industry Analysis, 2014 - Cost and Trends". It analyzed the current servicing costs and upcoming trends expected in the health fitness industry in America. In step with the report, the competition in the fitness industry would still rise and the fitness centers must focus on the older age groups. The report urged that the fitness centers must continue to purchase new equipments to adopt the latest trends and technology. However, this might convince to be expensive and need larger investments. The report additionally predicted that the increasing obesity rates and prevalence of lifestyle diseases would still attract more and more people to health clubs leading to the growth of the fitness industry.

Pedragosa and Corriea (2009) made a research study at the Technical University of Lisbon, Portugal that targeted on the expectations of users and the level of satisfaction in the fitness clubs. During their study, a global

index for consumer's satisfaction was measured in broad manner and was evaluated with regard to three constructs: consumer's expectations, service facilities, and consumer's loyalty. The results recommended consumer's satisfaction as an intermediate variable that was absolutely associated with numerous other constructs and of crucial significance in deciding the loyalty of the consumers with the fitness clubs.

Zhang et.al (2014) studied consumer's behavior of health clubs in Liverpool. They applied a study on consumers concerning their structures which included the factors like age; gender, etc., the motivation to consume, the level of consumption as well as demand characteristics with the help of questionnaires and interviews. The factors affecting consumer behaviors were conjointly analyzed. The foremost inevitable and accessible segments like young adult, affluent, health or appearance-conscious consumers were concluded; their lifestyles were found to simply integrate to leisure activities, and time pressure or financial costs were their key issues. The researchers recommended that targeting marketing strategies of the fitness clubs should be designed in such a manner that provides a robust service quality, reasonable price, a better communication with the consumers, and providing a satisfying environment to the consumers.

Existing literature on Service Quality

Alexandrisa *et.al* (2001) carried out a research that aimed towards investigating the behavioral consequences of the perceived service quality dimensions, in the context of private sports and fitness clubs in Greece. For this study, a sample of 300 members (respondents) from three privately franchised fitness clubs was selected. The researcher indicated that the service quality dimensions predicted vital and high variance in 'word-of-mouth' communications and buying intentions between all three

fitness clubs. These service quality dimensions offered the most vital contributions to consumer's satisfaction. The research further indicated that no significant relationship exists between the price sensitivity and complaining behavior dimensions, as well as, perceptions of service quality. These results had theoretical implications for developing a framework for conceptualizing service loyalty and identifying its antecedents. They also had sensible implications for framing an effective consumer retention strategy.

American College of Sports Medicine (ACSM) set health and fitness facilities standards and guidelines for various countries. In 1997, ACSM published the book "Health and Fitness Facility Standards and Guidelines," that provided such guidelines in America. Its Fourth Edition, published in 2012 presented the latest standards and guidelines that might facilitate health and fitness organizations in providing high-quality service and program offerings within a secure and acceptable environment. This edition provided a blueprint for health and fitness facilities that they provide to their members and users, as well as, to enhance their expertise. New standards and guidelines for facility equipment; facility design and construction; professional staff and independent contractors; pre-activity screening, orientation, education and supervision; risk management and emergency procedures; operational practices; and signage were also included in the fourth edition.

Lam et.al (2005) researched a model to develop the Service Quality Assessment Scale to judge the service quality of health and fitness clubs. Through existing literature, field studies, survey interviews, modified application of the Delphi technique, and a pilot study, a preliminary scale with 46 items was developed. The preliminary scale was administered to members of a single health/ fitness club. Through Exploratory Factor Analysis (EFA) of the pilot test data, 6 factors emerged out to be of

significant importance. Next to the revised scale, (which was reduced to a 40-item scale) the research was administered to 10 fitness clubs. The data set was divided into two halves: one for EFA and the other for confirmatory factor analysis (CFA). Six factors were found significant in the EFA: Staff, Program, Physical Facility, Locker Room, Workout Facility, and Child Care. All the factors had acceptable alpha and composite reliability coefficients. The model was then tested for invariance across gender; 9 items were eliminated because of the absence of invariance. The 31-item scale with 6 factors displayed sound psychometric attributes and invariance and may be utilized to evaluate service-quality issues in various health/ fitness clubs.

Rattan and Verma (1998), under the Department of Sports Sciences, Punjabi University, Patiala, dispensed a survey of assorted health clubs located in and around Patiala. They investigated varied factors associated with fitness clubs, including the qualification of the trainer, the location of the health club, monetary investment, daily supervised user time, number of trainees, and the charges or the annual membership fees. They conjointly investigated the facilities provided in the fitness clubs.

Tsitskaria et.al (2006) undertook a literature review on the analysis of the standard of sport-related services in the fitness clubs. The outcome of their analysis provided some fascinating findings that the analysis of the service quality of the fitness clubs was a multi-dimensional framework. The dimensions appeared to vary from region to region and likewise among the varied service sectors. They suggested that an improved understanding of the attributes of the service quality ought to be a primary concern to all the service-providers because the service quality was the foremost to the goals and objectives of the fitness clubs.

RESEARCH GAP

The review of literature disclosed that the fitness sector in India was not deeply researched. A severe lack of literature associated with studies on health and fitness centers in India was revealed, particularly associated with consumer's loyalty. Previous studies were conducted to look out at the impact of various other variables, for instance, switching cost (Jain & Kumar, 2015; Rahman & Kamarulzaman, 2012); consumer value (Jain & Kumar, 2015; Johan et al., 2014); consumer satisfaction (Sumadi & Soliha, 2015; Johan et al., 2014; Rahman & Kamarulzaman, 2012) on consumer loyalty. However, there are restricted researches to look at whether the consumer's loyalty is influenced by the consumer's satisfaction and service quality.

RESEARCH QUESTIONS / OBJECTIVES

To study and gain in-depth knowledge into the variables that increases consumer's satisfaction and ensures consumer's loyalty, the accompanying research questions were defined:

- To understand the various service quality attributes.
- To understand the various attitudinal loyalty measures.
- To understand the various behavioral loyalty measures.
- To study the association between service quality attributes and consumer's satisfaction.
- To study the association between consumer's satisfaction and attitudinal loyalty measures.
- To study the association between consumer's satisfaction and behavioral loyalty measures.

HYPOTHESIS

Null Hypothesis 1 (H₀₁): There is no significant association between consumer value (service quality attribute) and consumer's satisfaction.

Null Hypothesis 2 (H₀₂): There is no significant association between physical environment (service quality attribute) and consumer's satisfaction.

Null Hypothesis 3 (H₀₃): There is no significant association between consumer's satisfaction and attitudinal loyalty measures.

Null Hypothesis 4 (H₀₄): There is no significant association between consumer's satisfaction and behavioral loyalty measures.

RESEARCH METHODOLOGY

The research study was exploratory in nature with the survey method being used to complete the study. Non-probability purposive sampling technique was used to select a sample of 60 respondents from various fitness centers in Jaipur City. Standardized questionnaires were used for understanding the service quality of the fitness centers and estimating consumer's satisfaction and loyalty. The questionnaire included service quality of fitness centers, respondent's demographics, equipment attributes, various measures of overall satisfaction, a measure of the overall experience, and various factors influencing attitudinal & behavioral loyalty of the respondents.

Three attitudinal loyalty measures were included. These were: *"Would you recommend this fitness center to other users?"*, *"Do you intend to re-visit this fitness center in the near future?"*, and *"If another fitness center is available to you, would you like to accept this option instead of this fitness center?"* Two behavioral loyalty measures were included. These were: *"How*

many visits per week do you make to this fitness center?” and “How long you have been a consumer of this fitness center?”

The above variables were assessed and standardized by computing the reliability and validity tests. Then, the Regression analysis was applied to test the hypotheses.

ANALYSIS

Demographic Profile of Respondents

Table 1 tabulates the demographic profile of all the 60 respondents that had responded to the research survey. An aggregate of 25 respondents are male and the rest 35 respondents are female. Out of total respondents, 28 are of age between 18 to 25 years, 24 of them are of age between 26 to 40 years and the remaining 8 are over 40 years of age. Out of total respondents, 24 were single, while 36 were married.

Attitudinal loyalty measures

Table 1 also tabulates the obtained attitudinal loyalty measure responses of all 60 respondents that had responded to the research survey. A total of 52 respondents expressed their agreement to recommend the fitness center they were using, while 8 respondents declined to recommend. A total of 54 respondents expressed their agreement to re-visit the fitness center they were using, while 6 respondents disagreed to re-visit. When asked, if they are looking to search for a new fitness center, 10 respondents replied with ‘yes’, while remaining 50 respondents said ‘no’.

Behavioral loyalty measures

Table 1 also tabulates the obtained behavioral loyalty measure responses of all 60 respondents that had responded to the research survey. A total of 22 respondents were associated with their fitness center for less than 2 years, 26 were associated for 2 to 5 years and the remaining 12 were associated for more than 5 years with their fitness center. When asked about the number of visits to their fitness center, 12 respondents replied 1 or 2 visits per week, 40 respondents replied 3 or 4 visits per week, and remaining 8 respondents replied 5 or 6 or 7 visits per week, on an average.

Table 1 Demographics of Respondents and Loyalty measures

S. No.	Profile and Responses	Categories	Frequency	Percentage
DEMOGRAPHIC PROFILE (N=60)				
1.	Gender	Male	25	41.67
		Female	35	58.33
2.	Age group	18 - 25 years	28	46.67
			24	40.00
		26 - 40 years	8	13.33
		41 years & over		
3.	Marital status	Single	24	40.00
		Married	36	60.00
ATTITUDINAL LOYALTY MEASURES (N=60)				

4.	Would you recommend this center to others?	Yes	52	86.67
		No	8	13.33
5.	Would you visit this center again?	Yes	54	90.00
		No	6	10.00
6.	Are you considering searching a new center?	Yes	10	16.67
		No	50	83.33
BEHAVIORAL LOYALTY MEASURES (N=60)				
7.	No. of years associated with this center	Less than 2 years	22	36.67
		2 - 5 years	26	43.33
		More than 5 years	12	20.00
8.	No. of visits per week	1 or 2	12	20.00
		3 or 4	40	66.67
		5 or 6 or 7	8	13.33

Factor and Reliability Analysis

Before analyzing the collected data by using multiple regressions, an assessment of reliability and validity of the measures was performed. The reliability of the data was measured by applying the Cronbach's alpha test with the cut-off point 0.7 (Hair et al., 2006). The results show that Cronbach's alpha of variables was ranged from 0.692 to 0.728.

Exploratory Factor Analysis (EFA) of the service quality attributes yielded a four-factor result that explained 69.2% of the variance. Specifically, Cronbach's alpha result for the each variable was computed as: Consumer value is 0.728, Physical environment 0.695, Consumer satisfaction 0.736, and Consumer loyalty 0.685. The validity of the test results establishes that the convergent validity was achieved for the data.

Regression Analysis

After reliability and validity test, the data was examined by using multiple regression analysis. Regression analysis yielded mostly significant relationships ($p < .001$) between the two service quality factors, total consumer's satisfaction, and the three attitudinal loyalty measures (as dependent variables). The strongest relationships were between total consumer's satisfaction and the attitudinal loyalty measures. Positive and significant relationships were also recorded for the service quality factors and total consumer's satisfaction. Regression analysis yielded positive relationships between total consumer's satisfaction and the behavioral loyalty variables.

Research results show that there is a significant relationship between the variables consumer value with consumer satisfaction (Table 2a). However, the hypothesis about the relationship between physical environment to consumer satisfaction was not supported (Table 2a).

Table 2a. Coefficients Hypothesis 1 and 2

Service Quality Factors	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	Beta	Std. Error	Beta		

(Constant)	4.358	1.088		4.006	0.000
Consumer Value	0.472	0.086	0.467	5.488	0.000
Physical Environment	0.084	0.108	0.058	0.778	0.489

Dependent Variable: Consumer's Satisfaction

Research results also show that there is a significant relationship between variable consumer's satisfactions with consumer attitudinal loyalty was supported (Table 2b).

Table 2b. Coefficients Hypothesis 3

Factor	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	Beta	Std. Error	Beta		
(Constant)	6.362	0.610		10.430	0.000
Consumer Satisfaction	0.322	0.069	0.367	4.667	0.001

Dependent Variable: Consumer Attitudinal Loyalty

Finally, the results show that the fourth hypothesis stating there is a significant relationship between variable consumer's satisfactions with consumer behavioral loyalty was supported (Table 2c).

Table 2c. Coefficients Hypothesis 4

Factor	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	Beta	Std. Error	Beta		
(Constant)	5.362	0.562		9.541	0.000
Consumer Satisfaction	0.280	0.064	0.289	4.375	0.001

Dependent Variable: Consumer Behavioral Loyalty

RESULTS & FINDINGS

It is vital to measure the various attitudinal and behavioral loyalty variables. When compared to recommending a particular service to other users, re-patronage intentions typically infer future behavior, which can be influenced by such constraints as servicing cost and physical access to the service. For instance, a consumer living far from a service location could indicate their robust temperament to advocate the service to other prospective users, even though the consumer is unlikely to use the service again (Howat et al., 2006). In contrast, access to an alternate fitness center could influence responses to the respondent's loyalty measure likelihood of shifting to another fitness center.

The association of overall satisfaction level with both the behavioral variables, i.e. willingness to recommend to another user and intention to revisit, were much stronger than the direct associations between the two service quality factors and the three attitudinal loyalty variables. This clearly indicates a mediating role of overall consumer's satisfaction on the

association between service quality and the re-visiting intentions as well as the recommendation intentions of consumers.

An investigation of the associations between the service quality variables and the consumer loyalty measures permits the fitness center managers to spot the specific service quality variables that need their attention. Associating specific service quality measures with consumer's satisfaction and overall satisfaction with consumer's loyalty permits the fitness center managers to conjointly spot the strengths and the areas for improvement in attributes of the service quality so as to assist in improving their competitive position.

LIMITATIONS & SCOPE FOR FUTURE RESEARCHERS

This research study has two major limitations. The primary limitation is that this research study applies to non-probability sampling. In alternative words, the conclusions of this research cannot be generalized for the whole nation. Secondly, the model of this study only applies to the fitness centers in Jaipur city. Thus, it cannot be generalized to consumers of other service sectors. As a suggestion for future analysis, one might test the model conferred herein in fitness centers between two or more cities and check for possible variations.

CONCLUSION

The present research study was conducted with the aim to analyze the impact of service quality (consumer value and physical environment), consumer satisfaction with attitudinal and behavioral consumer loyalty. However, the results indicate that only the relationship between physical environment and consumer satisfaction was not supported. The relationships between consumer value and consumer satisfaction was found to be significant. Furthermore, the results also indicate that a significant

relationship exist between consumer satisfaction and attitudinal as well as behavioral consumer loyalty.

BIBLIOGRAPHY

- Afthinos, Y., Theodorakis, N.D., & Nassis, P. (2005). Consumers' expectations of service in Greek fitness centers. *Managing Service Quality*, 13(5), 245-258.
- Alexandrisa K., Palialia E. (1999). Customer satisfaction in fitness centres in Greece: an exploratory study, *Managing Leisure* 4(4), 218-228.
- Alexandrisa K., Dimitriadisb N., Kasiarac A. (2001). The behavioural consequences of perceived service quality: An exploratory study in the context of private fitness clubs in Greece, *European Sport Management Quarterly* 1(4), 280-299.
- Bose, S. & Rao, V. G. (2011). Perceived Benefits of Consumer Loyalty Programs: Validating the Scale in the Indian Context. *Management and Marketing Challenges for the Knowledge Society*. 6: 543-560.
- Bradley, R. H. (1999). The Home Environment. In S. L. Friedman & T. D. Wachs (Eds.), *Measuring Environment Across Life Span: Emerging Methods and Concepts*. Washington, DC: American Psychological Association. 31-58.
- Brady, M. K., & Robertson, C. J. (2001). Searching for a consensus on the antecedent role of service quality and satisfaction: An exploratory cross-national study. *Journal of Business Research*, 51(1), 53-60.

- Buchha A.N. (2012). Brief history and fitness trends in India, *International Indexed and Referred Research Journal* 4(38), 32-34.
- Cronin, J.J. (2003). Looking back to see forward in services marketing: some ideas to consider. *Managing Service Quality*, 13(5), 332-337.
- Deloitte Access Economics (2012): Australian Fitness Industry Report 2012. Fitness Australia Ltd.
- Deniz, K. (2006). Reliability and Validity of Turkish Version of Consumer Satisfaction Scale for Health Care and Fitness Clubs. *Unpublished Thesis*. Graduate School of Social Science. Turkish: Middle East Technical University.
- Howat, G., Murray, D., & Crilley, G. (2005). Using performance Measures to Assess Performance of Indoor and Outdoor Aquatic Centers, *Journal of the Australian and New Zealand Academy of Management*, 11(1), 6-16.
- Jain, P & Kumar, A. (2015). Investigating the Moderating Role of Switching Cost in The Relationship of E-service Quality, Perceived Consumer Value, Satisfaction and Loyalty towards Online Travel Agencies. *International Journal in Management and Social Science*, 3, 323-333.
- Jamil, B. & Aryaty, A. (2010). The Influence of Relationship Quality on Loyalty in Service Sector. *International Journal of Economics and Management*. 4(1): 81-100.
- Johan, M. R. M., Noor, N. A. Z. M., Bahar, N., Yan, L. M & Ping, L. H. (2014). Factors Affecting Consumer Loyalty Towards Airlines Industry in Malaysia: An Exploratory Analysis. *Interdisciplinary Journal of Contemporary Research in Business*. 6: 12-23.

- Kuusik, A. (2007). Affecting Consumer Loyalty: Do Different Factors Have Various Influences in Different Loyalty Levels? *Tartu University Press*. 366: 1-29.
- Payne, A. & Holt, S. (2001). Diagnosing Consumer Value: Integrating the Value Process and Relationship Marketing. *British Journal of Management*. 12: 159-182.
- Pritchard, M., Howard, D., & Havitz, M. (1992). Loyalty Measurement: A critical examination and theoretical extension. *Leisure Sciences*, 14(2), 155-164.
- Rahman, M. A & Kamarulzaman, Y. (2012). The Influence of Relationship Quality and Switching Costs on Consumer Loyalty in the Malaysian Hotel Industry. *Social and Behavioral Sciences*. 62: 1023-1027.
- Seifali, M. and Goudarzi M. (2009); "Tangibles as predictors of consumer satisfaction in sports services". *Psicothema*. 20(2):243-248.
- Shankar, V., Amy, K., Smith, A. K. & Rangaswamy, A. (2003). Consumer satisfaction and loyalty in online and offline environments. *International Journal of Research in Marketing*. 20: 153-175.
- Soderlund, M. (2006). Measuring consumer loyalty with multi-item scales. *International Journal of Service Industry Management*, 17(1), 76-98.
- Sumadi & Soliha, E. (2015). The Effect of Brand Image and Trust on Loyalty Mediated by Consumer Satisfaction. *Jurnal Dinamika Manajemen*, 6(2): 121-32.
- Voss, C.A., Roth, A.V., Rosenzweig, E.D., Blackmon, K., & Chase, R.B. (2004). A Tale of Two Countries' Conservatism, Service Quality, and

Feedback on Consumer Satisfaction. *Journal of Service research*, 6(3), 212-230.

Wan L. Chih-yuan Ch. (2010). "Exploring consumers' loyalty using the means-end chain approach". 4(5):395-405