

## FİTNESS MERKEZLERİNE GELENLERİN HİZMET KALİTESİ ALGILARINA GÖRE YAŞAM DOYUMU DÜZEYLERİ ARASINDAKİ İLİŐKİNİN İNCELENMESİ

### A REVIEW OF THE RELATIONSHIP BETWEEN LIFE SATISFACTION LEVELS OF INDIVIDUALS THAT GO TO FITNESS CENTERS BASED ON THEIR PERCEPTIONS OF SERVICE QUALITY

Hüseyin ÖZTÜRK<sup>1</sup>,Aytekin ALPULLU<sup>2</sup>

\*e-mail: [aytekin.alpullu@marmara.edu.tr](mailto:aytekin.alpullu@marmara.edu.tr)

#### ÖZET

Bu çalışma rekreatif amaçlı fitness merkezlerine gelenlerin hizmet kalitesi algılarına göre yaşam doyumu düzeyleri arasındaki ilişkinin incelenmesi amacı ile hazırlanmıştır. Arařtırmaya toplamda 680 gönüllü Gaziantep bölgesinde çalışmaya katılmıştır. Uçan (2007) tarafından geliştirilen " Hizmet Kalitesi Ölçeđi" ve Diener, Emmons, Larsen ve Griffin tarafından (1985) geliştirilen "Yaşam Tatmini Ölçeđi" kullanılmıştır. Ölçekler 5'li likert tipi olup hizmet kalitesi ölçeđi kendi içinde 6 alt boyuttan oluşmaktadır. Arařtırmada elde edilen veriler SPSS 23.0 paket programından yararlanılarak istatistiksel analizler yapılmıştır. Verilerin değerlendirilmesinde istatistikî yöntem olarak; frekans, yüzde, ortalama, standart sapma. Sürekli deđişkenlerin normal dağılıma uygunluk kontrolünde Kolmogorov Smirnov testi kullanılmış ve çalışma normal dağılıma sahip iki bağımsız grup karşılaştırılmasında t-testi, İki'den fazla bağımsız grubun karşılaştırılmasında ANOVA ve Benferoni çoklu karşılaştırma testleri, kategorik deđişkenler arasındaki ilişkiler ise Korelasyon analizi ile test edilmiştir. Arařtırma sonucunda, arařtırmaya katılanların çoğunlukla bekâr olduđu, Yaşam Doyum ölçeđi puanı ile Hizmet Kalitesi Ölçeđi Alt Puanlarına arasında anlamlı pozitif yönde zayıf bir korelasyon gözlenmiştir.

**Anahtar Kelimeler:** Rekreasyon, Hizmet Kalitesi Algısı, Yaşam Doyumu

#### ABSTRACT

This study has been prepared to review the relationship between life satisfaction levels of individuals that go to fitness centers for recreative purposes based on their perceptions of service quality.A total of 680 volunteers were involved in the study across the Gaziantep region. The "Service Quality Scale" developed by Uçan (2007) and the "Life Satisfaction Scale" developed by Diener, Emmons, Larsen and Griffin (1985) were used. Scales were a 5 point likert type and internally consisted of 6 sub-dimensions.Frequency, percentage, mean value, standard deviation were used as the statistical method in the assessment of data. The Kolmogorov Smirnov test was used to check the consistency of the variables with normal distribution. The ANOVA and Benferoni multiple comparison tests were used to compare multiple independent groups while the t-test was preferred for comparing two independent groups. Correlations between categoric variables were tested using the Correlation Analysis. As a result of the study; it is seen that participants were mostly single.There was a significant difference between all sub-dimensions of "Service Quality Scale" and "Life Satisfaction Scale", and a positive but weak correlation was observed between the Life Satisfaction scale score and Service Quality Scale sub-scores.

**Keywords:** Recreation, Service Quality Perception, Life Satisfaction

**JEL CODE:** L83

<sup>1</sup>Dr. Lect. Gaziantep University, Sport Science Faculty, Sport Management, Gaziantep, Turkey

<sup>2</sup>Dr. Lect. Marmara University, Sport Science Faculty, Sport Management, Istanbul, Turkey

## INTRODUCTION

The change in the lifestyle led by industrialization and urbanization along with the advanced technology, increases in the economic efficiency, gradually decreasing working hours, and making good use of leisure time gained by paid vacations have all led to positive results. In this respect, it became inevitable to assess the service quality and identify satisfaction at certain intervals for determining the desires and needs of individuals that go to facilities providing recreational services.

It is seen that social scientists that work in the field of business administration have not reached a consensus in conceptualization of service quality. Various researchers focused on different aspects of service quality (Chang et al. 2002). Even though the traditional definition is about customer's perception of the service provided, the assumption it is based on is that individuals that receive service, shape the "service quality perception". This approach is widely recognized by the researchers (Uçan, 2007). What matters here is the extent to which expectation are met. (Dale,1994) and (Winer,2000) identified the needs of customers and sources of expectations as information received from individuals (feedback).

In the literature review, performed to better understand the subject, the focus was on three important points related to service quality. The first point is that it is harder for the customers to assess the quality of service than it is to assess the quality of a physical product. The second point is the comparison between expectation and performance. In line with the aim of the research, three different relationships were focused upon to reveal the correlation between service quality and satisfaction. If the expected service (ES) is higher than the perceived service (PS), then it is below the perceived satisfaction level ( $ES > PS$  result  $>$ satisfaction level). If the expected service equals to the perceived service, then the perceived satisfaction is at a satisfactory level ( $ES = PS = \text{Satisfaction}$ ). If the expected service is lower than the perceived service, then it is above the satisfaction level and leads the path to ideal satisfaction ( $ES < PS$  result  $<$ satisfaction level) (Glynn & Barness, 1995, Kotler 1997). The third point is the importance of a service offering process in the assessment of service quality. In this process, Grönross (1984) emphasizes two types of quality, technical quality and functional quality. Technical quality refers to what the customers actually get from the service, while functional quality is about how the service is offered.

In the assessment of service quality, researchers preferred to adapt one of two approaches. The first approach is "Scandinavian approach" and the second is "American Approach". The Scandinavian approach includes the expected service and perceived service. The American approach is the Servqual rejection model developed by Parasuraman et al. It is the model that explains the relationship between the service expectation level and the customer perception level.

Studies carried out in the field of sports are quite few in number. The focus is more on the studies related to fitness services, leisure time services and recreation services. For instance, Chelladurai, Scott and Haywood-Farmer developed the Scale of Attributes of Fitness Services (SAFS). They defined five sub-dimensions of fitness services. In another study, Kim and (Kim,1995) developed a scale called Quality Excellence of Sports Centres (QUESC) to assess the service quality of sports centers in South Korea. Mc Donald, Sutton and (Milne,1995) developed Teamqual scale on the service quality in professional sports based on the Servqual model. As a result, the approach related to the difference between the customer expectation and perception constituted the basis of quality dimensions.

In a similar study, (Çimen & Gürbüz,2007) addressed the classification of sports services in two different dimensions based on the participation method. Those researchers expressed dimensions as observation-based sports services and participation-based sports services.

Fitness is the most popular among all recreational activities for making good use of leisure time. This is because fitness can respond to the needs of people from both genders and of all ages. Individuals that care about values such as body image, beauty and health, use sports as an important recreational tool (Karaküçük, 2005). As one of the most important conditions within this context, facilities where recreational activities are performed become important. Thus, the need for assessing the service quality and identifying the satisfaction at certain intervals for determining the desires and needs of individuals that go to recreational facilities has become clear (Papadimitrou & Karterodios, 2000). There are studies conducted in parallel with this abroad. For instance, (Rushton 1999), (Theodorakis, Kambitsis and Laios, 2001) conducted similar studies.

In the dimension of individuals' making active use of their leisure time, elements such as family, health, income, freedom and happiness play an important role in the life satisfaction level. In 2010, Chiang claimed that individuals know their feelings better than anyone else and their life satisfaction assessments are also made by themselves, in his created definition. Alfonso et al. emphasized in 1996 that life satisfaction is related to personal characteristics and changes in the flow of life substantially affected the life satisfaction. In this respect, satisfaction of individuals will increase when activities performed in leisure time are known in physical, cognitive and psychological terms, and activities that can respond to these needs are organized at the practice stage (Cavener, 1996).

The aim of this current study is the assessment of fitness sports facilities that provide recreational services' service quality and the identification of correlations between customer life satisfaction levels based on a number of demographic variables.

## **MATERIALS AND METHODS**

The change in the lifestyle led by industrialization and urbanization along with the advanced technology, increases in the economic efficiency, gradually decreasing working hours, and making good use of leisure time gained by paid vacations have all led to positive results. In this respect, it became inevitable to assess the service quality and identify satisfaction at certain intervals for determining the desires and needs of individuals that go to facilities providing recreational services.

The study population consisted of individuals between the ages of 18 and 32, or above that actively performed leisure time activities in the Gaziantep region. The sample group consisted of 150 people that went to fitness centers. A total of 680 volunteers were involved in the study across the Gaziantep region. The "Service Quality Scale" developed by (Uçan, 2007) and the "Life Satisfaction Scale" developed by Diener, Emmons, Larsen and Griffin (1985) were used. Scales were 5 point likert type and internally consisted of 6 sub-dimensions. Fitness centers were visited and individuals were informed about the research. Survey forms were provided to the people that wanted to participate in the study voluntarily. The response time of the surveys was around 8-10 minutes.

Frequency, percentage, mean value, standard deviation were used as the statistical methods for the percentage distribution of data. The Kolmogorov Smirnov test was used to check the consistency of the variables with normal distribution. The ANOVA and Benferoni multiple comparison tests were used to compare multiple independent groups while the t-test was

preferred for comparing two independent groups. Correlations between categoric variables were tested using the Correlation Analysis. The internal consistency of the scales was checked using Cronbach Alpha values.

Data was assessed in line with the demographic information of two scales in SPSS 23 program and results were assessed at a significance level of 0.05. The reliability values are as follows: Total Service Quality Scale  $\alpha=0.894$ ; sub-dimensions Exercising Tools and Equipment  $\alpha=0.874$ , Program Quality  $\alpha=0.881$ , Quality of Environment Conditions  $\alpha=0.865$ , Interaction Quality  $\alpha=0.877$ , Output Quality  $\alpha=0.882$ , Quality of Physical Environment  $\alpha=0.861$  and Life Satisfaction Scale  $\alpha=0.905$ .

## RESULTS

**Table 1: Study Group's Personal Information**

Variable	Groups	N	Percentage (%)
Marital Status	Married	180	26.5
	Single	500	73.5
Age	18-24	80	11.8
	25-31	188	27.6
	32 or older	412	60.6
Education	Primary and secondary education	132	19.4
	High school and equivalent	316	46.5
	Bachelor's Degree/Post-graduate	232	34.1
Occupation	Private Sector Employee	360	52.9
	Employer	148	21.8
	Retired or Public Servant	100	14.7
	Housewife	72	10.6
Smoking	Yes	264	38.8
	No	416	61.2
Number of Years of Playing Sports	1-3	480	70.6
	4-6	96	14.1
	7 and above	104	15.3

When Table 1 is examined, it is seen that 73.5% of the participants are single and 26.5% are married; that 412 participants are aged 32 and above (60.6%), 328 (46.5%) are graduates of High School or equivalent, 360 people (52.9%) are employees in the private sector, 416 participants (61.2%) are non-smokers, and 480 (70.6%) have been playing sports for a maximum of 1-3 years.

**Table 2: t test between the Marital Status, Perceived Service Quality and Life Satisfaction**

	Marital Status	N	Mean	Std. Dev.	t	p
Interaction Quality	Married	180	3.900	0.892	-4.268	<b>0.00*</b>
	Single	500	4.241	0.988		
Output Quality	Married	180	4.027	0.981	-3.502	<b>0.00*</b>
	Single	500	4.323	0.954		
Quality of Physical Environment	Married	180	2.940	1.092	-7.547	<b>0.00*</b>
	Single	500	3.669	1.162		
Exercising Tools and Equipment	Married	180	3.233	1.102	-5.833	<b>0.00*</b>
	Single	500	3.804	1.189		
Quality of Program	Married	180	3.496	1.089	-4.824	<b>0.00*</b>
	Single	500	3.952	1.082		
Quality of Environmental Conditions	Married	180	3.222	1.182	-6.191	<b>0.00*</b>
	Single	500	3.848	1.108		
Life Satisfaction	Married	180	3.147	0.827	-5.106	<b>0.00*</b>
	Single	500	3.528	0.943		

According to Table 2, no statistically significant difference is seen between the marital status of individuals, and all sub-dimensions of Perceived Service Quality scale and Life Satisfaction scale. These results are shown in Table 2.

Accordingly, married individuals received higher scores in all sub-dimensions of Service Quality Scale and Life Satisfaction scale as compared to single individuals.

**Table 3: T- test between Smoking, Perceived Service Quality and Life Satisfaction**

	Smoking	N	Mean	Std. Dev.	t	p
Interaction Quality	Yes	264	3.656	0.892	-10.91	<b>0.00*</b>
	No	416	4.464	0.988		
Output Quality	Yes	264	3.800	0.981	-9.542	<b>0.00*</b>
	No	416	4.527	0.954		
Quality of Physical Environment	Yes	264	2.881	1.092	-11.53	<b>0.00*</b>
	No	416	3.853	1.162		
Exercising Tools and Equipment	Yes	264	3.159	1.102	9.024	<b>0.00*</b>
	No	416	3.966	1.189		
Quality of Program	Yes	264	3.333	1.089	-10.14	<b>0.00*</b>
	No	416	4.147	1.082		
Quality of Environmental Conditions	Yes	264	3.109	1.182	-11.15	<b>0.00*</b>
	No	416	4.046	1.108		
Life Satisfaction	Yes	264	3.276	0.827		<b>0.00*</b>
	No	416	3.523	0.943		

According to Table 3, no statistically significant difference is seen between smoking, and all sub-dimensions of Perceived Service Quality scale and Life Satisfaction scale. These results are shown in Table 3.

Accordingly, non-smokers received higher scores in all sub-dimensions of Service Quality Scale and Life Satisfaction scale as compared to smokers.

**Table 4: Anova test between the Educational Status, Perceived Service Quality and Life Satisfaction**

		N	Mean	Std. Dev.	F	p	Significant Difference
Interaction Quality	Primary and Secondary Education (A)	132	3.788	1.073		0.0	a<b,c
	High School and Equivalent (B)	316	4.257	0.952	11.85	00*	
	Bachelor's Degree/Post-graduate (C)	232	4.212	0.899			
Output Quality	Primary and Secondary Education (A)	132	3.861	1.107		0.0	a>b, a<c
	High School and Equivalent (B)	316	4.342	0.928	13.33	00*	
	Bachelor's Degree/Post-graduate (C)	232	4.331	0.888			
Quality of Physical Environment	Primary and Secondary Education (A)	132	3.212	1.138		0.0	a>b, a<c
	High School and Equivalent (B)	316	3.496	1.301	4.582	11	
	Bachelor's Degree/Post-graduate (C)	232	3.599	1.024			
Exercising Tools and Equipment	Primary and Secondary Education (A)	132	3.500	1.186		0.0	
	High School and Equivalent (B)	316	3.766	1.279	2.879	57	
	Bachelor's Degree/Post-graduate (C)	232	3.586	1.058			
Quality of Program	Primary and Secondary Education (A)	132	3.748	1.055		0.6	22
	High School and Equivalent (B)	316	3.852	1.148	0.475		
	Bachelor's Degree/Post-graduate (C)	232	3.851	1.064			
Quality of Environmental Conditions	Primary and Secondary Education (A)	132	3.492	1.06736		0.1	10
	High School and Equivalent (B)	316	3.722	1.21498	2.214		
	Bachelor's Degree/Post-graduate (C)	232	3.737	1.12856			
Life Satisfaction	Primary and Secondary Education (A)	132	3.358	1.04816		0.6	32
	High School and Equivalent (B)	316	3.446	0.87922	0.459		
	Bachelor's Degree/Post-graduate (C)	232	3.441	0.92433			

According to Table 4, it is seen that there is a significant difference between Educational Status of participants and Perceived Service Quality scale sub-dimensions Interaction Quality,

Output Quality and Quality of Physical Environment, but there was no significant difference between other sub-dimensions and Life Satisfaction scale.

Accordingly, in the Interaction Quality sub-dimension, graduates of high school and equivalents and Bachelor's Degree/Post-graduates received higher scores as compared to graduates of primary and secondary education. In Output Quality and Quality of Physical Environment sub-dimensions: Graduates of primary and secondary education received higher scores than graduates of high school and equivalents but lower scores than Bachelor's Degree/Post-graduates.

**Table 5: Anova test between Occupation Group, Perceived Service Quality and Life Satisfaction**

	Occupations	N	Mean	Std. Dev.	F	p	Significant Difference
Interaction Quality	Private Sector Employee (x)	360	4.321	0.954	16.79	<b>0.00*</b>	x<y,t t<y,z
	Employer (y)	148	4.032	0.911			
	Retired or Public Servant (z)	100	4.192	0.981			
	Housewife (t)	72	3.483	0.892			
Output Quality	Private Sector Employee (x)	360	4.369	0.973	11.86	<b>0.00*</b>	t<x,y,z
	Employer (y)	148	4.205	0.891			
	Retired or Public Servant (z)	100	4.288	0.973			
	Housewife (t)	72	3.644	0.887			
Quality of Physical Environment	Private Sector Employee (x)	360	3.767	1.173	32.15	<b>0.00*</b>	t<x,y,z y<z
	Employer (y)	148	3.147	1.145			
	Retired or Public Servant (z)	100	3.629	0.975			
	Housewife (t)	72	2.484	0.899			
Exercising Tools and Equipment	Private Sector Employee (x)	360	3.872	1.131	35.04	<b>0.00*</b>	t<x,y,z y<x,z
	Employer (y)	148	3.419	1.169			
	Retired or Public Servant (z)	100	4.020	0.959			
	Housewife (t)	72	2.528	1.094			
Program Environment	Private Sector Employee (x)	360	4.1037	1.05514	25.14	<b>0.00*</b>	x>y,t y<t
	Employer (y)	148	3.2613	1.05806			
	Retired or Public Servant (z)	100	3.9200	1.08569			
	Housewife (t)	72	3.5185	0.91738			
Quality of Environment Environment	Private Sector Employee (x)	360	3.9333	1.08471	34.06	<b>0.00*</b>	t<x,y,z y<x,z
	Employer (y)	148	3.2905	1.19311			
	Retired or Public Servant (z)	100	4.0300	0.99321			
	Housewife (t)	72	2.750	0.957			
Life Satisfaction	Private Sector Employee (x)	360	3.444	0.902	5.885	<b>0.01*</b>	t<x,y,z
	Employer (y)	148	3.508	0.843			
	Retired or Public Servant (z)	100	3.544	1.209			
	Housewife (t)	72	3.011	0.646			

In Table 5, according to participants' occupations, it was seen that: There was a significant difference between the Interaction Quality and Output Quality sub-dimensions and occupation groups, accordingly Private Sector employees had lower scores compared to employers and



housewives, whereas housewives received lower scores as compared to employers and retired individuals or civil servants,

There was a significant difference between the Output Quality sub-dimension and Life Satisfaction scale, and occupation groups, accordingly housewives had lower scores compared to all other occupation groups.

There was a significant difference between the Quality of Physical Environment sub-dimension and occupation groups, accordingly housewives had lower scores than all other occupation groups, and employers had lower scores than housewives.

There was a significant difference between the Exercising Tools and Equipment and Quality of Environment Conditions sub-dimension and occupation groups, accordingly housewives had lower scores than all other occupation groups, and employers had lower scores than Private Sector Employees and housewives.

There was a significant difference between the Program Quality sub-dimension and occupation groups, accordingly Private Sector Employees had higher scores than employers and housewives, and employers had higher scores than housewives.

**Table 6: Correlation Table Regarding Life Satisfaction Scale Total Score and Service Quality Scale Sub-Scores**

	<b>n</b>	<b>r</b>	<b>p</b>
Interaction Quality	680	0.354	0.000*
Output Quality	680	0.341	0.000*
Quality of Physical Environment	680	0.416	0.000*
Exercising Tools and Equipment	680	0.344	0.000*
Quality of Program	680	0.274	0.000*
Quality of Environmental Conditions	680	0.418	0.000*

\* significant as  $p < 0.05$  level

According to Table 6, a significant, positive and weak correlation was observed between the Life Satisfaction scale total score and Service Quality Scale sub-scores. Therefore, a significant correlation was observed between Life Satisfaction and Service Quality sub-dimensions.

### DISCUSSION CONCLUSION

In the review of general results of the research, the first issue is whether there is a statistically significant relationship between the service quality expectations and life satisfaction. Statistically significant results were found between the service quality expectations and life satisfaction of the sample study when the five sub-dimensions of the service quality scale and total scores were reviewed.

A significant, positive and weak correlation was observed between the life satisfaction scale total score and service quality scale sub-scores. It was seen that the lower the service quality expectations get, the higher the life satisfaction level is and therefore there is a positive relationship.

The second issue of this research focused on whether there was a significant relationship between the demographic variables in the life satisfaction dimension of service quality expectations, and demographical factors were listed as sub-titles.

Lloyd and Auld. (2001) pointed out the fact that the type of activity on which the individuals spent efforts in their leisure time on had a social aspect in their life satisfaction. That research emphasizes the effect of life satisfaction in leisure time activities on the quality of life. It stated that there are obvious positive effects of participation in leisure time activities and the related satisfaction on special groups in terms of their quality of life. In this current study, it was seen that there is a significant difference between the marital status of individuals and the quality of interaction, output, physical environment, exercising tools and equipment, program and environment conditions which are the sub-dimensions of perceived service quality. It is observed that there is a significant relationship between the increased service quality and life satisfaction of single individuals. Views of single individuals on service quality are more optimistic than those of married ones and there is a significant difference in their life satisfaction levels as compared to the married ones. Life satisfaction of single individuals were observed to be higher than that of married ones. According to the symbolic interaction theory, the well-being of individuals is the explanation of meaning and values they have obtained as a result of their experiences (Broman, 1991). It is stated by Moon et al. (2006) that people gain different artificial identities with the help of social interaction and increase their life satisfaction by means of such identities. The fact that life satisfaction of single individuals is higher than that of married ones supports this theory based on the possibility of single individuals to gain artificial identities as a result of social interaction.

There is a significant difference between the perceived service quality levels based on smoking status. Service quality perception of non-smokers is more positive as compared to smokers, and their life satisfaction level has a higher mean value than that of smokers. It could be said that since non-smokers care for their health and actively make use of their leisure time, their attitude towards the environment they are in is positive and their life satisfaction is also more positive as compared to smokers.

It is seen that there was a significant difference between educational status of participants and perceived service quality scale sub-dimensions “interaction quality, output quality and quality of physical environment”, but there was no significant difference between other sub-dimensions and life satisfaction scale. Accordingly, in the interaction quality sub-dimension, graduates of high school and equivalents and bachelor’s degree/post-graduates received higher scores as compared to graduates of primary and secondary education. In the output quality and quality of physical environment sub-dimensions, graduates of primary and secondary education received higher scores than graduates of high school and equivalents but lower scores than Bachelor’s Degree/Post-graduates.

As a result of studies on recreation, Nimrod (2006) concluded that education and leisure time motivation are directly related to participation. The fact that individuals with higher education have a higher life satisfaction than others in our study supports the result of his study.

Activity theory is based on the assumption that participation in leisure time activities will increase life satisfaction. In this case, participation in leisure time activities is important in the determination of life satisfaction. It is claimed that there is a positive relationship between educational status and leisure time activities performed with increasing age and life satisfaction. Sivan (2011) suggests that a status gain especially during activities plays an effective role in the maintenance of interpersonal interactions.

A positive relationship is seen between the life satisfaction levels of individuals with high education level and service quality. It is seen that this theory supports this research's findings. According to the occupations of participants, it is seen that there was a significant difference between the interaction quality and output quality sub-dimensions and occupation groups, and thus private sector employees had lower scores compared to employers and housewives whereas housewives received lower scores as compared to employers and retired individuals or civil servants. There was a significant difference between the output quality sub-dimension and life satisfaction scale, and occupation groups. Accordingly housewives had lower scores compared to all other occupation groups.

There was a significant difference between the exercising tools and equipment and quality of environment conditions sub-dimension and occupation groups, accordingly housewives had lower scores than all other occupation groups, and employers had lower scores than private sector employees and housewives.

Giusta et al. (2011) state that life satisfaction is affected by external environment, personal state and personality factors. They claim that satisfaction level increases by age in men but decreases in women. They also found that the high life satisfaction of women depended on education level and marital status while men were affected by economic concerns. The fact that service quality perception of housewives is lower as compared to other occupation groups in our study supports the conclusion of this current study. There was a significant difference between the quality of physical environment sub-dimension and occupation groups, accordingly housewives had lower scores than all other occupation groups, and employers had lower scores than housewives. Lower level of life satisfaction of housewives compared to the other occupation groups as seen in Table 5 also supports the previously determined findings.

## REFERENCES

- Alfonso V. C., Allison, D. B., Rader, D. E.& Gorman, B. S. (1996). The Extended Satisfaction With Life Scale: Development And Psychometric Properties, Social Indicators Research.
- Broman C. L. (1991). *Gender, Work-Family Roles, And Psychological Wellbeing Of Blacks*, Journal of Marriage and the Family, 509-520.
- Cavener L., Louise, J. (1996). *Leisure And The Older Adult: The Influence Of Leisure On Life Satisfaction, Self-Reported Health And Depression*, Unpublished doctoral dissertation. University of Nebraska.
- Chang C.M., Chin-T.,S. & Chin-Hsien Hsu.(2002) "A Review of Service Quality in Corporate and Recreational Sport/Fitness Programs". *The Sport Journal*. Vol.5, No.3 United States Sport Academy. Fall
- Chiang L. M. (2010). *The Development Of A Leisure And Life Satisfaction Scale For Outpatient (Llsscp) Leisure Activity Programs In Iowa*, Unpublished doctoral dissertation, University of Northern Iowa.
- Chelladurai P., Fiona L. S.& John H.,F.(1987) "Dimensions of Fitness Services: Development of a Model". *Journal of Sport Management*. 1. 159–172.
- Çimen, Z., Gürbüz, B. (2007). *Spor Hizmetlerinde Toplam Kalite Yönetimi*. Alp Yayınevi, Ankara.
- Dale B.G.(1994). *Managing Quality*. Ed: Lewis B.R., Managing Service Quality. 2. Edition, s. 137–236, Prentice Hall International Ltd, Hertfordshire.

- Glynn W.J., Barnes J.G. (1995). *Understanding Services Management*, Ed: Parasuraman A., Measuring and Monitoring Service Quality. S. 145, 148, John Willey & Sons Ltd.,Chichester.
- Giusta D. L., Jewell L. S.,& Kambhampati U. S. (2011). *Gender and life satisfaction in the UK*, *Feminist Economics*, 17 (3), 1-31.
- Grönross C.(1984). A Service Quality Model and It's Market Implications. *European Journal of Marketing*, 18 (4): 36–44.
- Karaküçük, S. ( 2005). *Rekreasyon: Boş Zamanları Değerlendirme*. Gazi Kitabevi, Ankara.
- Kim D., & Kim S. (1995) QUESC: An Instrument for Assessing the Service Quality of Sport Centers in Korea. *Journal of Sport Management*, 9: 208–220, 1995.
- Kotler P.(1997) *Marketing Management*. Prentice Hall International Inc., New Jersey, p. 467, 469, 473
- Lloyd, K.M.&Auld, C. J. (2001) The Role Of Leisure in Determining Quality Of Life: Issues Of Content And Measurement, *Social Indicators Research*, 57: 43–71,Netherlands.
- Moon J. N., Li. J. Jo S. N.& Sanders G. (2006). Improving quality of life via blogs and development of a virtual social identity, *Journal of Information Technology Management*, 17(3), 26-37.
- Nimrod G., & Adoni, H. (2006). Leisure-styles and life satisfaction among recent retirees in Israel. *Ageing and Society*, 26(4), 607-630.
- Papadimitriou, D.A., & Karterolltis, K. (2000). *The Service Quality Expectations in Private Sport andFitness Centers: A Reexaminaton of the Factor Structure*. *Sport Marketing Quaterly*, 9(3): 57-164.
- Rushton, K. B. (1999). *Perception of Service Quality: A Case Study of the YMCA of Hong Kong Fitness Center*. Retrieved January 18, 2003.
- McDonald M.A., Sutton W.A., & Milne G.R. (1995). *TEAMQUAL. Measuring Service Quality in Professional Team Sports*. *Sport Marketing Quarterly*, 4 (2): 9- 15.
- Sivan A. (2011). Leisure Participation of Hong Kong elderly: policy and practice, *World Leisure Journal*, 44(1), 11-18.
- Theodorakis, N., Kambitsis, C , & Laios, A. (2001). *Relationship Between Measures of Service and Satisfaction of Spectators in Professional Sports*. *Managing Service Quality*, 11(6): 431-438.
- Uçan, Y.,(2007). *Spor-Fitness Merkezlerinin Algılanan Hizmet Kalitesi Ölçeğinin Geliştirilmesi*, Doktora tezi, Abant İzzet Baysal Üni.Sosyal Bilimler Enstitüsü, Spor Yöneticiliği Anabilim Dalı, Bolu
- Winer R.S. (2000). *Marketing Management*. Prentice Hall, Inc., New Jersey, 2000.