

## **Service Quality, Customer Satisfaction and Behavioural Intentions of Australian Aquatic Centre Customers, 1999-2001**

Published in

*Annals of Leisure Research*

Howat, G., Crilley, G., Mikilewicz, S., Edgecombe, S., March, H., Murray, D., & Bell, B., 2002, Trends in Service Quality, Customer Satisfaction and Behavioural Intentions of Australian Aquatic Centres. *Annals of Leisure Research*, 5, 51-64.

### **Abstract**

Improved service quality can help retain customers (Chung and Hoffman, 1998), and satisfied customers are more likely to recommend the service to other potential customers (Asubonteng, McCleary, and Swan, 1996; Patterson and Spreng, 1997). Operators of leisure services and facilities can use customer service quality and customer satisfaction data to assist in the continuous improvement of their operations. In particular, the collated data generated through research reported in this paper can be used for external benchmarking by operators of Australian aquatic centres. Data from samples of Australian local government aquatic centre customers in 1999 (N = 3,195), 2000 (N = 5970) and 2001 (N = 11396) include customer use profiles, customer service quality, problem identification and resolution, customer satisfaction, and behavioural intentions of customers. Customer use characteristics include *distance travelled* by customers to attend the centre and *length of time* customers have been users of the centre. Service quality indicators highlight the priorities that different user groups place on such aspects (attributes) of service as *pool water cleanliness*, *staff responsiveness*, *value for money*, and *instructors' experience and knowledge*. Other comparative data include *overall satisfaction levels*, *problem reporting*, *problem resolution*, and *customer advocacy*.