

Understanding the customer Satisfaction level of the physical and human facilities in the fitness center. With special reference to Sugathadasa National Sport Complex Fitness Center

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In the present area, sports become a golden place in the whole world. Therefore countries spent a large amount of money to develop their sports facilities. Many people are using a fitness center to build or maintain their health, lifestyle, etc. there for many sports organizations have their owned fitness center. In the future fitness centers became a trend in society. The main purpose of this study is to examine the relationship between Customer Satisfaction (CS) with the Physical Environment Facility (PEF) and Human Facility (HF) on the fitness center. In this research approach, explanatory research style and deductive research approach. A sample group of this study includes customers in Sugathadasa National Sports Complex Fitness Center (SNSCFC). The simple random sampling method used for selecting the sample and closed-ended 150 questionnaires were used to collect data. The researcher used one-way ANOVA analysis to identify the significant difference between perceived facility value and demographic factors (gender, age, education, employment, income level) and chi-square analysis for identifying the relationship between both categorical variables. The descriptive results showed a significant association between CS & PEF and HF. PEF & HF have a significant relationship between customer satisfaction. According to the results, we observed a Strong association between the CS & PEF ($P= 0.012$), CS & HF ($P=0.025$). However, SNSCFC needs to develop their physical environment facilities for their customers.

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