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Satisfaction of users in the university context: a case study of aquatic activities of UPFit Program

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INTRODUCTION: The service quality is pointed as essential to consumer satisfaction, which is a core factor to consumer retention. Satisfaction, usually results from the consumer evaluation about service acquired, against their needs and expectations (Efi & Anastasia, 2013). Thus, the evaluation of consumer satisfaction can give important information about the repurchase intentions which is crucial for organization's financial viability (Ferrand et al., 2010). This is mostly important on sports industry that depends on membership dues as a major source of revenue (Lam et al., 2005). Specifically, in swimming, one of the preferred Portuguese leisure activities, the consumer satisfaction research become more important since the pools are a complex management facilities. **OBJETIVE:** The main objective of the present study is to compare the consumer satisfaction (through cleanliness and storage, temperature maintenance, staff, and classes' analysis) on aquatic activities of University of Porto Fitness Program (UPFit) in 2015 and 2016. **METHODS:** A satisfaction questionnaire was applied in moments (2015 and 2016), on UPFit, to 151 aquatic activities users (52 and 99 in 2015 and 2016, respectively). Mean and SD were computed, as well as unpaired samples student's t-test. A significance level of 5% was accepted. **RESULTS:** The results express higher consumer satisfaction with staff image and sympathy in 2016 compared to 2015, but lower satisfaction with cleanliness, pool and bathroom air temperature, water treatment, reception staff, feedbacks and dynamism in class, and use of sport equipment during the class. **CONCLUSIONS:** Staff image and sympathy investment should be sustained, since these were the items that obtained higher consumers satisfaction. However, should be enhanced cleanliness and water treatment, as well as, the attention assigned to pool and bathroom air temperature. Additionally, the service to consumers by reception staff requires improvement, as feedback and dynamism displayed by staff, and use of sport equipment during classes. This study give a contribution to management practice of aquatic activities, improving it sustainability, and, consequently, increasing UPFit profitability.

References:

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