A service quality measurement of health clubs in Nairobi

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Abstract
Optimal customer service is paramount in customer satisfaction and business profit maximization. Service quality evaluation results can be used as a guide for health club proprietors and managers to review, improve and enhance service planning and qualities in the future. This research explores customer's and manager's perceptions of service quality in health clubs in Nairobi based on five dimensions of service quality.

With the fitness service industry booming across the world in the 21st century, major cities/destinations like Nairobi are being transformed to service-oriented economies. In addition, encouraged by a 2-day weekend policy, people living in Nairobi are increasingly paying more attention to their leisure life, particularly to the health club

significantly influence the frequency of participation, the type of companion, the type of activity and the place of recreation activity.