

# Research on Customer Satisfaction in Enterprises Providing Water Sports Service

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## ABSTRACT

The aim of this research is to determine the differences between satisfaction levels of customers who benefit from the enterprises providing water sports service in terms of their genders. While target population of the study is composed of customers in the enterprises providing water sports service; research sample of the study comprises of customers in the enterprises providing water sports service in touristic towns and counties under the directorship of Muğla (namely Bodrum, Marmaris, Fethiye, Akyaka). Totally 397 persons receiving water sports service, of whom 191 were females and 206 were males, were voluntarily included in our study. Survey method was used in the research. The survey developed by Gençer (2008) and adapted to water sports centers by the researcher (2012) and of which reliability coefficient (Cronbach's Alpha) was found as 0,96 was applied to the participants. The collected data was assessed in SPSS 18 software program. Cross Tabulation analysis and chi-square analysis were used to find the differences between the genders and to determine the percentage values in data analysis. Descriptive analysis was used to define the data in terms of age and income level. One-way analysis of variance (Anova) test was used to determine the differences between the answers of participants in terms of their age and income level. As the result, it was seen in the research that satisfaction level of customers receiving service from the enterprises providing water sports service was high.

Keywords: *Self-confidence, Physical Education, Negative Evaluation*

## INTRODUCTION

Tourism is a phenomenon including activities more than one which people participate in individually or collectively and it is usually based on sightseeing, having fun and learning. Will Bencscheidt expressed his opinion about the definition of tourism by the following sentence: "whole set of relations between people who are temporarily situated and not settled somewhere and local people of that place" and Glückmann expressed his opinion as follows: "sum of relations between people who are situated somewhere because of their temporary accommodation and the people who live at that place (Toskay 1989). However tourism has so many names such as sports tourism, health tourism, culture tourism etc. according to the purposes of participation in the recent years.

Today, tourism products went beyond sun, sea and sand packs and have gained a new dimension and it became compulsory to make a good market research to create new and successful tourism products of the future and transit to customizable products in accordance with the demands of customers by well-studying the market components in a good way (<http://www.gezikolik.com/tr/>). The tourism type named as "sports tourism" started to come into prominence among the developing and changing tourism trends not only in our country but all over the world and has becoming an important part of life of modern societies.

In recent times, the concepts of customer and customer satisfaction becoming the focal points of accommodation enterprises in recent times have to be supported by a set of activities by bringing these under control by the enterprises. Otherwise, existence of entities will be under threat. As the result of all these needs, the concept of customer satisfaction takes its place in the body of the enterprise as a new blood plays an important role in determination and implementation of necessary strategies about these issues. (Bulgan 2011).

Some accommodation enterprises (hotels, boutique hotels, apartments, pensions etc.) going along with this idea are trying to provide training service aimed at various sports branches as well as accommodation and beverage services. If we consider that people usually prefer the hot summer months for their holiday seasons, enterprises are offering water sports training and service alternatively in accordance with this preference. The position of customer relations from the point of existence of accommodation enterprises to continue their existence have great importance in terms of realizing their future aims (Demir 2006). As the result of this, the interest on water sports has becoming increasingly popular in our country and around the world.

Especially, the possibility of a satisfied customer as the result of this kind of training and service coming to the same enterprise again for holiday is much more than a satisfied another customer who only accommodated in this enterprise. Because, it mustn't be forgot that sports form addiction on people and noted that water sports cannot be done everywhere as a hobby easily.

The aim of this study is to measure the service quality that sports tourists get from enterprises which offers water sports service and gain information about the status of satisfaction perception of customers by this sports training.

## **MATERIAL AND METHOD**

### **Research Model**

Survey method was used in the research and in this regard, a customer satisfaction scale for the enterprises providing water sports service and a survey form including demographic questions (age, gender, and income level) were used. The survey used in the research had been firstly used in the study of Gençer named "The variables affecting sports tourists' service quality perceptions in ski resorts" (Gençer, 2008). The survey was adapted to water sports centers by the researcher (2012) and its reliability coefficient was found as 0,96.

### **Target Population and Sample of Research**

The research conducted in the towns and counties under the directorship of Muğla, Turkey (namely Bodrum, Marmaris, Fethiye, Akyaka).

While target population of the study is composed of customers in the enterprises providing water sports service; research sample of the study comprises of customers in the enterprises providing water sports service in the towns and counties under the directorship of Muğla. Totally 397 persons, 191 were females and 206 were males, whose basic accommodation aim was to benefit from alternative water sports training, were voluntarily included in the research.

### **Socio-demographic Features**

A short survey form was prepared that comprised of 3 questions aimed at defining certain features of research subjects such as gender, age, and income level.

### **Customer Satisfaction Scale for the Enterprises providing Water Sports Service**

A comprehensive literature review was carried out for to determine the variables affecting satisfaction levels of sports tourists in water sports centers as well as interviews were conducted with the sports tourists whose basic aim was to benefit from water sports in the water sports enterprises. In the survey form comprising of 18 questions, five-point Likert scale was used that is composed of options of "1-Strognly disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strognly agree."

### **Data Collection**

The scales were distributed by the researcher to the tourists in water sports enterprises after receiving the answer "Doing water sports" to the question "What's your basic aim to come to this enterprise?" The aim of the study and the information concerning the scale were explained by the researcher to the individuals who can be characterized as sports tourist. The participants filled in the survey during their resting time in the water sports enterprises and submitted.

### Reliability Study of the Scale

Table 1. Reliability Coefficients of the Items in the Scale (Cronbach's Alfa)

ITEMS	Change in all averages if the question is deleted
The training of water sports trainers is good during the course	,957
Water sports trainers are knowledgeable	,957
Water sports trainers are well-trained	,958
Water sports trainers are friendly	,959
Water sports training areas are of sufficient size	,958
Number of water sports training areas are sufficient	,958
Water sports training areas are clean and well-kept	,957
Water sports equipments are modern	,959
Accommodation enterprise is comfortable	,957
Accommodation enterprise staff is kind	,957
Accommodation enterprise is clean and well-kept	,957
Accommodation enterprise staff is inclined to help	,957
The atmosphere of water sports center is delighting	,957
The atmosphere of water sports center is perfect	,957
Water sports center has a very beautiful atmosphere	,957
Alternative entertainment places are sufficient	,958
There are various entertainment alternatives	,959

Cronbach's Alpha coefficient for internal consistency was calculated with the purpose of reliability study of the scale. Cronbach's Alpha technique is frequently used for testing the reliability of Likert-type scales and it is a measure for internal consistency (homogeneity) of the items included in the assessment instrument.

Table 2. Reliability (Cronbach's Alpha) Coefficient of the Scale

Cronbach's Alpha	Number of Questions
,960	18

The scale is composed of 18 questions other than the socio-demographic questions. Cronbach's Alpha coefficient of the survey is determined as 0,96. The high total point results mean high reliability.

### Data Analysis

The collected data was assessed in SPSS 18 software program. Percentage and frequency analyses were used for assessing the socio-demographic data. Cronbach's Alpha coefficient was calculated for reliability study of the survey. Content validity and construct validity were evaluated for validity study of the survey. Rotated factor analysis calculations were made to determine the factor loadings and variance percentages. Principal component analysis, which is one of the most frequently used approaches in the literature, was used to test the construct validity of the scale. Cross Tabulation analysis and chi-square analysis were used to find the differences between the genders and to determine the percentage values. Descriptive analysis was used to define the data in terms of age and income level. One-way analysis of variance (Anova) was used to determine the differences between the answers of participants in terms of their age and income level. Tukey HSD test was used to determine the basis of the differences result from the Anova.

### FINDINGS

Table 3. Frequency Analysis Results By Gender

	Frequency	%
Male	206	51,9
Female	191	48,1
Total	397	100,0

It is determined that 51,9% (206 persons) of research subjects are male and 48,1% (191 persons) of them are female according to the Frequency Analysis.

Table 4. Age Distribution by the Genders of Participants

	Gender		
	Male	Female	Total
20 years and under	22	29	51
	5,5%	7,3%	12,8%
Between the ages of 21-30	122	113	235
	30,7%	28,5%	59,2%
Age Between the ages of 31-40	45	38	83
	11,3%	9,6%	20,9%
Between the ages of 41-50	15	10	25
	3,8%	2,5%	6,3%
51 years and over	2	1	3
	,5%	,3%	,8%
Total	206	191	397
	51,9%	48,1%	100,0%

$$x^2=2,66 \quad p>0,05$$

It is determined that 5,5% of male participants are under the age of 20, 30,7% of them are between the ages of 21 and 30, 11,3% of them are between the ages of 31 and 40, 3,8% of them are between the ages of 41 and 50 and 0,5% of them are 51 years old and over and 7,3% of the female participants are under the age of 20, 28,5% of them are between the ages of 21 and 30, 9,6% of them are between the ages of 31 and 40, 2,5% of them are between the ages of 41 and 50 and 0,3% of them are 51 years old and over. It is not observed any significant difference according to the genders in the result of chi-square analysis.

Table 5. Percentage Distribution of Answers Given to the Question of "What is Your Monthly Family Income Level According to the Genders of the Participants?"

Monthly Family Income Status	Gender		
	Male	Female	Total
1000" and lower	6	3	9
	1,5%	,8%	2,3%
Between 1001-1500"	9	5	14
	2,3%	1,3%	3,5%
Between 1501-2000"	24	27	51
	6,0%	6,8%	12,8%
Between 2001-2500"	54	43	97
	13,6%	10,8%	24,4%
2501" and higher	113	113	226
	28,5%	28,5%	56,9%
Total	206	191	397
	51,9%	48,1%	100,0%

$$x^2=3,004 \quad p>0,05$$

56,9% of participants' monthly income level is 2501" and higher, 24,4% of them are between 2001-2500", 12,8% of them are between 1501-2000", 3,5% of them are between 1001-1500", 2,3% of them are lower than 1000". It was not observed any significant difference between the income levels of participants according to genders in the result of chi-square analysis.

Table 6. Anova Test Results According to Income Level and Questions of Water Sports Facilities and Equipment

	Monthly Income Level	FEMALE PARTICIPANTS					MALE PARTICIPANTS				
		N	Arithmetic Mean	Standard Deviation	F	P	N	Arithmetic Mean	Standard Deviation	F	P
Water sports training areas are of sufficient size	1000 " and lower	3	4,0000	1,00000	2,327	<0,05	6	1,50555	1,50555	3,079	<0,05
	Between 1001-1500 "	5	4,2000	1,30384			9	1,01379	1,01379		
	Between 1501-2000 "	27	4,0000	,83205			24	,76139	,76139		
	Between 2001-2500 "	43	4,4186	,54478			54	,78419	,78419		
	2501" and higher	113	4,4602	,76806			113	,68057	,68057		
Number of water sports training areas are sufficient	1000 " and lower	3	4,0000	1,00000	3,772	<0,05	6	1,32916	1,32916	6,886	<0,05
	Between 1001-1500 "	5	4,0000	1,22474			9	,97183	,97183		
	Between 1501-2000 "	27	3,8519	,76980			24	,85019	,85019		
	Between 2001-2500 "	43	4,3721	,65550			54	,77093	,77093		
	2501" and higher	113	4,4425	,75520			113	,64969	,64969		
Water sports training areas are clean and well-kept	1000 " and lower	3	4,3333	,57735	,482	>0,05	6	,40825	,40825	2,692	<0,05
	Between 1001-1500 "	5	4,2000	1,30384			9	1,00000	1,00000		
	Between 1501-2000 "	27	4,2963	,60858			24	,85019	,85019		
	Between 2001-2500 "	43	4,3721	,81717			54	,74512	,74512		
	2501" and higher	113	4,4779	,76878			113	,71951	,71951		
Water sports equipments are modern	1000 " and lower	3	3,6667	1,52753	1,996	>0,05	6	,63246	,63246	2,956	<0,05
	Between 1001-1500 "	5	4,0000	1,22474			9	1,01379	1,01379		
	Between 1501-2000 "	27	4,1481	,66238			24	,85867	,85867		
	Between 2001-2500 "	43	4,4186	,66306			54	,71814	,71814		
	2501" and higher	113	4,4602	,75635			113	,73236	,73236		

The differences in the variable of "Water sports training areas are of sufficient size" are resulted from the groups of 'Between 1501-2000" and 2501" and higher' according to the Turkey HSD test in order to be done to determine the income levels of differences formed in female research subjects made according to the Anova Test in Table 6. The differences in the variable of "Number of water sports training areas are sufficient" are resulted from the groups of 'Between 1501-2000"', "Between 2001-2500" and 2501" and higher". There are not observed significant differences in variables of "Water sports training areas are clean and well-kept" and "Water sports equipments are modern".

The differences in the variable of "Water sports training areas are of sufficient size" are resulted from the groups of '1000" and lower and 2501" and higher' according to the Turkey HSD test in order to be done to determine the income levels of differences formed in male research subjects made according to the Anova Test in Table 6. The differences in the variable of "Number of water sports training areas are sufficient" are resulted from the groups of

"1000" and lower - Between 2001-2500", "1000" and lower - 2501" and higher", "Between 1501-2000" -Between 2001-2500" and "Between 1501-2000" - 2501" and higher". There are not observed significant differences in variable of "Water sports training areas are clean and well-kept". It is observed that the differences in the variable of "Water sports equipments are modern" are resulted from the groups of "Between 1501-2000" -Between 2001-2500" and "Between 2001-2500" - 2501" and higher".

Table 7. Anova Test Results by the Age of the Questions About Water Sports Facilities and Equipments

	Monthly Income Level	FEMALE PARTICIPANTS					MALE PARTICIPANTS				
		N	Arithmetic Mean	Standard Deviation	F	P	N	Arithmetic Mean	Standard Deviation	F	P
Water sports training areas are of sufficient size	20 years old and under	28	4,5714	,74180	4,052	<0,05	22	4,3636	1,00216	1,227	>0,05
	Between the ages of 21-30	112	4,4643	,64275			122	4,4754	,70668		
	Between the ages of 31-40	37	4,1622	,72700			45	4,3778	,77720		
	Between the ages of 41-50	9	3,6667	1,32288			15	4,3333	1,04654		
	51 years old and over	5	4,0000	1,41421			2	4,5000	,70711		
Number of water sports training areas are sufficient	20 years old and under	28	4,6071	,62889	3,652	>0,05	22	4,4091	1,00755	,252	>0,05
	Between the ages of 21-30	112	4,3839	,71339			122	4,4754	,72969		
	Between the ages of 31-40	37	4,1351	,67339			45	4,4444	,75545		
	Between the ages of 41-50	9	3,8889	1,36423			15	4,4000	1,05560		
	51 years old and over	5	3,6000	1,34164			2	4,5000	,70711		
Water sports training areas are clean and well-kept	20 years old and under	28	4,6786	,61183	3,060	<0,05	22	4,5455	,73855	,060	>0,05
	Between the ages of 21-30	112	4,4286	,75593			122	4,4508	,65685		
	Between the ages of 31-40	37	4,2432	,76031			45	4,4889	,86923		
	Between the ages of 41-50	9	4,6667	,50000			15	4,2000	1,14642		
	51 years old and over	5	3,6000	1,51658			2	4,0000	1,41421		
Water sports equipments are modern	20 years old and under	28	4,6429	,73102	2,404	>0,05	22	4,5000	,74001	,689	>0,05
	Between the ages of 21-30	112	4,4196	,71834			122	4,4836	,65849		
	Between the ages of 31-40	37	4,1892	,73929			45	4,5111	,86923		
	Between the ages of 41-50	9	4,2222	,83333			15	4,3333	1,11270		
	51 years old and over	5	3,8000	1,30384			2	3,5000	2,12132		

The differences in the variable of "Water sports training areas are of sufficient size" are resulted from the groups of "20 years old and under and Between the ages of 41 and 50, Between the ages of 21-30 and 41-50" according to the Turkey HSD test in order to be done to determine the ages of differences formed in female research subjects made according to the Anova Test in Table 7. There are not observed significant differences in variable of "Number of water sports training areas are sufficient". The differences in the variable of "Water sports training areas are clean and well-kept" are resulted from the groups "20 years old and under and 51 years old and over". There are not observed significant differences in variable of "Water sports equipments are modern".

There are not observed significant differences in all variables in accordance with the answers of male research subjects.

Table 8. Anova Test Results by the Monthly Income Level of Questions about the Atmosphere

	Monthly Income Level	FEMALE PARTICIPANTS					MALE PARTICIPANTS				
		N	Arithmetic Mean	Standard Deviation	F	P	N	Arithmetic Mean	Standard Deviation	F	P
The atmosphere of water sports center is delighting	1000 " and lower	3	4,3333	,57735	2,685	<0,05	6	4,6667	,51640	1,943	>0,05
	Between 1001-1500 "	5	4,4000	,54772			9	4,5556	1,01379		
	Between 1501-2000 "	27	4,0741	,87380			24	4,0417	,95458		
	Between 2001-2500 "	43	4,1860	,66389			54	4,4074	,71424		
	2501" and higher	113	4,5133	,76899			113	4,4867	,72105		
The atmosphere of water sports center is perfect	1000 " and lower	3	3,6667	,57735	4,200	<0,05	6	4,8333	,40825	2,238	>0,05
	Between 1001-1500 "	5	4,8000	,44721			9	4,5556	1,01379		
	Between 1501-2000 "	27	3,9259	,72991			24	4,0417	,99909		
	Between 2001-2500 "	43	4,3256	,64442			54	4,3519	,80464		
	2501" and higher	113	4,4779	,78031			113	4,4867	,69584		
Water sports center had a very beautiful atmosphere	1000 " and lower	3	4,3333	1,15470	1,382	>0,05	6	4,6667	,51640	2,134	>0,05
	Between 1001-1500 "	5	4,2000	1,09545			9	4,5556	1,01379		
	Between 1501-2000 "	27	4,1111	,80064			24	4,0000	1,02151		
	Between 2001-2500 "	43	4,2558	,72680			54	4,4444	,71814		
	2501" and higher	113	4,4602	,77960			113	4,4602	,70755		

Anyhow it is not observed any significant difference for the male research subjects according to Anova test results by the monthly income level of questions about the atmosphere in Table 8, it is determined that the differences in variables of "The atmosphere of water sports center is delighting" and "The atmosphere of water sports center is perfect" are resulted from the groups of "Between 1501-2000" and "2501" and over".

Table 9. Anova Test Results by the Age About Questions Related to the Atmosphere

	Age	FEMALE PARTICIPANTS					MALE PARTICIPANTS				
		N	Arithmetic Mean	Standard Deviation	F	P	N	Arithmetic Mean	Standard Deviation	F	P
The atmosphere of water sports center is delighting	20 years old and under	28	4,5714	,74180	1,229	>0,05	22	4,4545	,96250	2,332	<0,05
	Between the ages of 21-30	112	4,3839	,76223			122	4,4918	,68328		
	Between the ages of 31-40	37	4,2162	,75038			45	4,3111	,79264		
	Between the ages of 41-50	9	4,1111	1,05409			15	4,3333	,81650		
	51 years old and over	5	4,6000	,54772			2	3,0000	1,41421		
The atmosphere of water sports center is perfect	20 years old and under	28	4,5000	,63828	,648	>0,05	22	4,5000	,85912	,701	>0,05
	Between the ages of 21-30	112	4,3839	,75032			122	4,4590	,74020		
	Between the ages of 31-40	37	4,2162	,82108			45	4,3333	,79772		
	Between the ages of 41-50	9	4,3333	,70711			15	4,2000	,94112		
	51 years old and over	5	4,2000	1,30384			2	4,0000	1,41421		
Water sports center has a very beautiful atmosphere	20 years old and under	28	4,5000	,69389	,601	>0,05	22	4,4545	,91168	2,511	<0,05
	Between the ages of 21-30	112	4,3661	,82741			122	4,4918	,73006		
	Between the ages of 31-40	37	4,2703	,73214			45	4,2889	,75745		
	Between the ages of 41-50	9	4,3333	,70711			15	4,2667	,79881		
	51 years old and over	5	4,0000	1,00000			2	3,0000	,00000		

Anyhow, it is not observed any significant difference in female research subjects according to the Anova Test Results by the age about questions related to the atmosphere in Table 9, it is observed a significant difference for male research subjects on the level of  $p < 0,05$  for the options of "The atmosphere of water sports center is delighting" and "Water sports center has a very beautiful atmosphere". It is determined that these differences are resulted from the groups of "Between the ages of 21 and 30 and 51 years old and over".



Table 10. Anova Test Results by the Age About the Questions Related to Trainers

	Age	FEMALE PARTICIPANTS					MALE PARTICIPANTS				
		N	Arithmetic Mean	Standard Deviation	F	P	N	Arithmetic Mean	Standard Deviation	F	P
The training of water sports trainers is good during the course	20 years old and under	28	4,7143	,65868			22	4,5909	,95912		
	Between the ages of 21-30	112	4,3839	,72591			122	4,3770	,78549		
	Between the ages of 31-40	37	4,1081	,73725	3,924	<0,05	45	4,2222	,79455	3,482	<0,05
	Between the ages of 41-50	9	4,4444	,72648			15	4,4667	,63994		
	51 years old and over	5	3,6000	1,67332			2	2,5000	2,12132		
Water sports trainers are knowledgeable	20 years old and under	28	4,7143	,53452			22	4,5455	,67098		
	Between the ages of 21-30	112	4,5000	,68445			122	4,4426	,72783		
	Between the ages of 31-40	37	4,2973	,74030	1,731	>0,05	45	4,3778	,91176	1,937	>0,05
	Between the ages of 41-50	9	4,4444	,72648			15	4,4667	,63994		
	51 years old and over	5	4,2000	,83666			2	3,0000	1,41421		
Water sports trainers are well-trained	20 years old and under	28	4,6786	,54796			22	4,4545	,80043		
	Between the ages of 21-30	112	4,5089	,64369			122	4,4918	,60638		
	Between the ages of 31-40	37	4,2432	,68335	2,90	<0,05	45	4,3556	,82999	2,893	<0,05
	Between the ages of 41-50	9	4,1111	1,16667			15	4,4000	,63246		
	51 years old and over	5	4,0000	1,22474			2	3,5000	2,12132		
Water sports trainers are friendly	20 years old and under	28	4,6429	,55872			22	4,8182	,39477		
	Between the ages of 21-30	112	4,4821	,67092			122	4,4836	,72992		
	Between the ages of 31-40	37	4,2162	,85424	3,308	<0,05	45	4,3778	,91176	1,758	>0,05
	Between the ages of 41-50	9	4,2222	,97183			15	4,4667	1,06010		
	51 years old and over	5	3,6000	1,34164			2	4,5000	,70711		

The differences in the variable of "The training of water sports trainers is good during the course" are resulted from the groups of "20 years old and under - Between the ages of 31 and 40, 20 years old and under and 51 years old and over" according to the Turkey HSD test in order to be done to determine the ages of differences formed in female research subjects made according to the Tukey HSD Test of Anova Test in Table 10. The differences in "Water sports trainers are well-trained" and "Water sports trainers are friendly" are resulted from the variables of the groups of "20 years old and under and 51 years old and over".

The differences in the variable of "The training of water sports trainers is good during the course" are resulted from the groups of "20 years old and under - 51 years old and over, Between the ages of 21-30 - 51 years old and over, Between the ages of 31-40 - 51 years old and over and Between the ages of 41-50 and 51 years old and over" according to the Turkey HSD test in order to be done to determine the ages of differences formed in female research subjects made according to the Tukey HSD Test of Anova Test in Table 10. The differences in "Water sports trainers are knowledgeable" are resulted from the variables of the groups of "20 years old and under and 51 years old and over". The differences in "Water sports trainers are well-trained" are resulted from the variables of the groups of "Between the ages of 31-40 and 51 years old and over".

Table 11. Anova Test Results by the Monthly Income About the Questions Related to Trainers

	Monthly Income Level	FEMALE PARTICIPANTS					MALE PARTICIPANTS				
		N	Arithmetic Mean	Standard Deviation	F	P	N	Arithmetic Mean	Standard Deviation	F	P
The training of water sports trainers is good during the course	1000" and lower	3	4,33	1,15470	2,135	>0,05	6	4,5000	1,22474	5,199	<0,05
	Between 1001-1500"	5	4,40	,89443			9	4,0000	1,22474		
	Between 1501-2000"	27	4,07	,67516			24	3,7917	1,14129		
	Between 2001-2500"	43	4,20	,70906			54	4,2593	,82839		
	2501" and higher	113	4,48	,79187			113	4,5398	,61289		
Water sports trainers are knowledgeable	1000" and lower	3	4,66	,57735	,873	>0,05	6	3,8333	,40825	4,174	<0,05
	Between 1001-1500"	5	4,60	,89443			9	3,8889	1,26930		
	Between 1501-2000"	27	4,29	,77533			24	4,0833	,77553		
	Between 2001-2500"	43	4,4186	,66306			54	4,4815	,84095		
	2501" and higher	113	4,5398	,66863			113	4,5487	,65453		
Water sports trainers are well-trained	1000" and lower	3	4,3333	,57735	,375	>0,05	6	4,0000	1,09545	3,325	<0,05
	Between 1001-1500"	5	4,6000	,54772			9	3,8889	1,26930		
	Between 1501-2000"	27	4,4444	,64051			24	4,0833	,88055		
	Between 2001-2500"	43	4,3488	,61271			54	4,4259	,71643		
	2501" and higher	113	4,4867	,75729			113	4,5310	,68231		
Water sports trainers are friendly	1000" and lower	3	4,3333	,57735	,864	>0,05	6	4,5000	,54772	1,533	>0,05
	Between 1001-1500"	5	4,4000	1,34164			9	4,1111	1,36423		
	Between 1501-2000"	27	4,2222	,75107			24	4,3333	,76139		
	Between 2001-2500"	43	4,3488	,71991			54	4,4074	,92182		
	2501" and higher	113	4,4956	,73343			113	4,6018	,63443		

It is not observed any significant difference in variables of female research subjects according to the Anova test made in Table 11.

The differences in the variables of "The training of water sports trainers is good during the course" and "Water sports trainers are knowledgeable" are resulted from the groups of "Between 1501-2000" - 2501" and higher" according to the Turkey HSD test in order to be done to determine the monthly income levels of differences formed in male research subjects made according to the Tukey HSD Test in order to determine the source of differences formed during the Anova Test according to the questions of male test subjects about trainers' monthly income level.

## DISCUSSION AND CONCLUSION

It is important in modern marketing to provide customer satisfaction. Customer satisfaction can be ensured by putting the goods and services meeting the demands and needs of the customers to the market. Consumer behaviors are tried to be analyzed with the help of the behavioral sciences for the purpose of defining the hidden demands and needs by determining the demands and needs of the customers. In this regard, customer satisfaction has become the

basic aim of the modern marketing since the customers have become more conscious in time (Midilli, 2011).

As the customers have become the most important entities for the enterprises, the basic aim of the enterprises has become to provide customer satisfaction. The application of enterprises and technological developments can be easily imitated under the intense competition conditions. As customer relations are relatively hard to imitate, however, it appears as an advantageous factor over the rivals. Thus, it is important for enterprises to focus on customer needs and expectations and to produce goods and services in this line in terms of customer satisfaction and of ensuring loyalty (Midilli, 2011).

It can be said that there are determinants affecting the decisions of tourists in tourism activities based on sports intended participation. Service quality perceptions regarding these determinants have an efficient role in decision-making processes of individuals concerning their selection of holiday spots (Gençer, 2008).

As long as the customers are satisfied with the offered service, they continue to work with the same enterprise. Today, it is not sufficient to provide customer satisfaction; customer loyalty must be ensured, too. Providing customer satisfaction doesn't necessarily lead to customer loyalty. Customer satisfaction can be turned into customer loyalty by means of continuous communication with the customers, meeting their needs and expectations, and offering high quality service. Providing customer loyalty would contribute to company profitability (Coşar, 2006).

Sports enterprises and accommodation enterprises offering service in water sports sector should hold the customer satisfaction at a certain standard regardless of the peak season and low season difference. However, declines in the service quality of these enterprises that result from the fluctuation of the customer numbers due to seasonal intensity difference cause the expectations of the customers receiving service from these enterprises in our country in the low season not to be fulfilled.

If the factors affecting customer satisfaction are determined, it would provide the sustainability of customer satisfaction. Since it is much more costly to gain new customers than keeping the current ones, it should be tried to provide satisfaction of the current customers (Coşar, 2006).

In the study of Gençer named "The variables affecting sports tourists' service quality perceptions in ski resorts," it was determined that customer satisfaction perceptions for accommodation enterprise staff were more positive in sports tourists aged 32 and under than the ones aged 33 and over (Gençer, 2008).

When the answers concerning accommodation enterprise by the age were analyzed, it was determined that there were significant differences on the level of  $p < 0,05$  in the questions of "Accommodation enterprise is comfortable," "Accommodation enterprise staff is kind," "Accommodation enterprise is clean and well-kept," and "Accommodation enterprise staff is inclined to help." It was determined that this difference was resulted from the groups of 20 years old and under-50 years old and over, between the ages of 21 and 30-51 years old and over, between the ages of 31 and 40-51 years old and over, and between the ages of 41 and 50-51 years old and over.

When the answers concerning water sports facilities and equipments by the age were analyzed, it was determined that there were significant differences on the level of  $p < 0,05$  in the questions of "Water sports training areas are of sufficient size" and "Water sports equipments are modern." It was determined that this difference was resulted from the groups of 20 years old and under-50 years old and over, between the ages of 21 and 30-51 years old and over, between the ages of 31 and 40-51 years old and over, and between the ages of 41 and 50-51 years old and over.

The component of "water sports facilities and equipments" has an important impact on customer satisfaction perceptions of water sports tourists between the dimensions concerning customer satisfaction. 4 statements were included concerning this factor. In the study carried out by Gençer (2008), it was mentioned that there were significant differences by the gender and age. It was also mentioned that visible physical entities had an important place in the service evaluation process of the customers (Gençer, 2008).

In the chi-square analysis, it was determined that there were significant differences by gender on the level of  $p < 0,05$  in the questions of "Water sports trainers are well-trained," and "Number of water sports training areas are sufficient."

While there were no significant differences by gender in the perceptions concerning ski trainers in the study carried out by Gençer (2008); the perceptions of sports tourists aged 33 and over were determined more positive than the perceptions of the sports tourists aged 32 and under (Gençer, 2008).

When the answers concerning entertainment by the age were analyzed, it was determined that there were significant differences on the level of  $p < 0,05$  in the questions of "Alternative entertainment places are sufficient" and "There are various entertainment alternatives." It was determined that this difference was resulted from the groups of between the ages of 21 and 30-between the ages of 31 and 40, and between the ages of 21 and 30-51 years old and

over.

When the answers concerning accommodation enterprise by the monthly income level were analyzed, it was determined that there were significant differences on the level of  $p < 0,05$  in the questions of "Accommodation enterprise is comfortable," "Accommodation enterprise staff is kind," "Accommodation enterprise is clean and well-kept," and "Accommodation enterprise staff is inclined to help." It was determined that this difference was resulted from the groups of between 1501 and 2000"-between 2001 and 2500", and between 1501 and 2000"-2501 and higher.

When the answers concerning entertainment by the monthly family income level were analyzed, it was determined that there were significant differences on the level of  $p < 0,05$  in the questions of "Alternative entertainment places are sufficient" and "There are various entertainment alternatives." It was determined that this difference was resulted from the groups of between 1501 and 2000"-between 2001 and 2500", and between 1501 and 2000"-2501 and higher.

These results are important for the determination of service priorities evaluated in satisfaction perceptions of customers benefiting from water sports enterprises and for they show that required improvements must be made beginning from the most prior service dimension.

Defining the factors shaping customer satisfaction perceptions of sports tourists concerning water sports enterprises and improving these factors beyond the expectations of sports tourists would have a positive determinant role in the decision-making process of sports tourists for the selection of enterprises providing water sports service.

As the result, as long as customers are satisfied with the service provided to them, they continue to work with the same enterprise. Today, it is not sufficient to provide customer satisfaction; customer loyalty must be ensured, too. Providing customer satisfaction doesn't necessarily lead to customer loyalty. Customer satisfaction can be turned into customer loyalty by means of continuous communication with the customers, meeting their needs and expectations, and offering high quality service (Emir 2007). Providing customer loyalty would contribute to company profitability.

The best way of receiving this information from the customers is measuring customer satisfaction. Customer satisfaction is an abstract concept which can vary in each receipt of the good or service by the customer. Thus, it must be measured at regular intervals. By means of these measurements, enterprises can determine customer expectations and needs and can arrange their services to meet these expectations and needs (Coşar, 2006).

As the result of the research, it was seen that satisfaction levels of customers receiving service from enterprises providing water sports service were high. As the surveys for field research were conducted only in the peak season, however, it's certain that if a survey is conducted also including the low season, more definite results could be gained.

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