

## عنوان مقاله:

Analyzes Influence Factors on Future of Customer Interaction With the Service Environment in Sports Clubs

## محل انتشار:

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## خلاصه مقاله:

**Purpose:** The purpose of this study analyzes influence factors on future of customer interaction with the service environment in sports clubs using structural analysis. **Methods:** The present study is applied in terms of purpose and in nature based on new methods of future research, analytical and exploratory science which has been done by applying a combination of quantitative and qualitative models. The population of this study was executive and academic experts in quantitative and qualitative sections that were selected purposefully. The qualitative data were obtained through an open questionnaire through interviews and quantitative data used in this study numerically and by weighting Delphi's questionnaires. This study used environmental scanning method in qualitative sections and final analysis was performed on ۱۲ recursive matrices. The collected data was analyzed using Micmac software. **Results:** The findings showed ۱۶ basic criteria on future of customer interaction that were inclusive environment aesthetics, satisfaction, offering integrated service, core service, excellent value, convenience, employees, social exchange, presence of other customer, value addition, trust, commitment, information exchange, marketing mix, customization and speed of service delivery. Furthermore, the findings showed that customization factors, added value and presence of other customers are the most important variables affecting the future of customer interaction with the service environment in sports clubs. **Conclusion:** Adapted from the Findings, the most important necessity and task of the managers of sports clubs is to provide the basis for expanding customer interaction with the service environment. This is made possible by designing different patterns of customer interaction with the service environment in the future.

## کلمات کلیدی:

Customer Interaction, Service Environment, Sports Clubs, Structural Analysis Approach

## لینک ثابت مقاله در پایگاه سیویلیکا:

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