

LEVEL OF SATISFACTION OF MEMBERS OF SELECTED
HEALTH AND WELLNESS CENTERS IN CAVITE

Thesis

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**LEVEL OF SATISFACTION OF MEMBERS OF SELECTED
HEALTH AND WELLNESS CENTERS IN CAVITE**

**Undergraduate Thesis
Submitted to the Faculty of the
Cavite State University
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**In partial fulfilment
of the requirements for the degree of
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(major in Marketing Management)**

LAILANY F. CARTUJANO
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ABSTRACT

CARTUJANO, LAILANY F. Level of Satisfaction of Members of Selected Health and Wellness Centers in Cavite. Undergraduate Thesis. Bachelor of Science in Business Management, major in Marketing Management. Cavite State University, Indang, Cavite. April 2012. Thesis Adviser: Ms. Myrachael S. Nolasco.

The study aimed to determine the socio-demographic characteristics of the respondents; determine the most availed services of the respondents; determine the level of satisfaction of the respondents based on health and wellness center attributes; ascertain the relationship between the socio-demographic characteristics of the respondents and the level of satisfaction based on health and wellness center attributes; and determine the problems encountered by them in availing the services from health and wellness centers.

The first four towns with the highest number of health and wellness centers were chosen by the researcher. A total of 12 health and wellness centers or three per town were included in the study, namely: Samaya Spa, Green Garden Spa, Spa de Relajar, Bodicures Spa, Shalom Spa, Mt. Fuji Spa (formerly Mandarin Spa), Healing Water Spa, Golden City Spa, Spa Bellagio, Banahaw Heals Spa, La Costa Spa, and Ayuthaya Spa. The respondents of the study were the 94 members of health and wellness centers in Cavite.

Frequency counts, means and percentages were used in describing the socio-demographic characteristics of the respondents, most availed services and the problems encountered by them in availing services. Likert Scale was used in determining the levels of satisfaction of the respondents based on health and wellness center attributes. Moreover, Pearson Product-Moment Correlation Coefficient was used to determine the relationship of the socio-demographic characteristics and their levels of satisfaction.

The study reveals that most of the respondents belonged to the age bracket of 25-34 years old. Most of the members were married and members of health and wellness centers for 1 year.

The most availed service of the respondents was Body Massage (100%). According to Spa Association of the Philippines, the benefits of receiving a massage from the spa have proven to induce total relaxation for both mind and body and the overall well-being of a person.

The respondents were very satisfied with the service provider, location, interior and exterior facilities, ambient condition, service offerings and price.

The findings show that gender has a significant relationship with the level of satisfaction of the respondents in terms of ventilation inside the spa. Furthermore, the length of membership was found to have a significant relationship with the level of satisfaction in terms of the affordability of price.

The study reveals that in general, there is no significant relationship between the socio-demographic characteristics of the respondents and their level of satisfaction.

The number one problem of the respondents in availing services was overcrowded area due to continuous number of customers visiting the spa. However, only 26 percent of the respondents encountered problems in availing services from health and wellness centers.

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INTRODUCTION

Health and wellness spas have been rapidly growing through the years. This emerging industry has a huge opportunity in the global competition. In today's generation, people are more conscious about their health and tend to go to spa for some relaxation and distress. Nowadays, spa members consist of different kinds of people who are enjoying the atmosphere to unwind. New spa goers are more likely to return to spa for future appointments and even share their experience with friends when they feel that they can trust a certain firm for advice about their skincare and beauty regimen, and provide them with some extra incentives to come back.

In order to attract and retain customers, several efforts must be employed to meet their satisfaction towards the services they avail. Spa members expect to receive good services especially when body and health are involved in such activity. The achievement of customer satisfaction leads to company loyalty and product repurchase.