The Effect of Taekwondo Gym Franchise Support System on the Satisfaction, Trust, and Recontract Intention

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The purpose of this study was to examine the effect of Taekwondo gym franchise support system on the satisfaction, trust and recontract intention of franchise gym in order to diagnose Taekwondo gym franchise support system that had been established widely in domestic Taekwondo market and to provide academic basis for development of franchise culture for efficient Taekwondo gym management.

The subjects of this study were 316 Taekwondo head masters of franchise Taekwondo gym who participated in the national Taekwondo Poomsae Competitions and seminars organized by Korea Taekwondo Research Institute. Distributed the questionnaires to those Taekwondo head masters and collected the completed questionnaires from them. A total of 300 questionnaires were used for final analyses, excluding the 16 questionnaire that contained identical answers. As research tool, a survey consisting a total of 32 questions, including 16 questions related to franchise support system which were used in the study by Stern & El-ansary(1992) and Lewis & Lambert(1991) and were revised and refined in such a way that suited the purpose, 5 questions related to satisfaction and 8 questions related to trust which were used in the study by Dwyer & Oh(1987), 3 questions pertaining to recontract intention which were used in the study by Fishbein & Ajzen(2004), and 11 questions associated with demographic characteristics. For data analysis, frequency analysis, exploratory factor analysis, reliability analysis, correlation and multiple regression analysis were used by using SPSS 23.0 Version.

First, Taekwondo gym franchise support system had a significant effect on the satisfaction of franchise gym as a whole in the order of sales support($\beta=.628, p<.001$), and product support($\beta=.248, p<.001$). Second, Taekwondo gym franchise support system had a significant effect on the trust of franchise gym as a whole in the order of sales support($\beta=.561, p<.001$), and product support($\beta=.310, p<.001$). Third, Taekwondo gym franchise support system had a significant effect on the recontract intention of franchise gym as a whole in the order of sales support($\beta=.625, p<.001$), and product support($\beta=.229, p<.001$). Fourth, Satisfaction and trust had a significant effect on the recontract intention as a whole in the order of trust($\beta=.467, p<.001$) and satisfaction($\beta=.457, p<.001$).

Based on consideration of overall results of this study, it was found that sales support of the Taekwondo gym franchise support system was the most influential factor affecting the satisfaction, trust, and recontract intention of the franchise gym. Thus, the Taekwondo gymnasium franchise head office should be able to promote a more positive relationship by proceeding with management and information provision in the course of operation of franchise gym and by establishing systematic system for development and support of new Taekwondo education programs.