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The relationship between evaluation of elderly customer and their active aging status in community sports clubs.Tzu-Yu Lin¹, Seiichi Sakuno²¹Graduate School of Sport Sciences, Waseda University² Faculty of Sport Sciences, Waseda University

This study aimed to discuss the relationship between members' evaluation and their active aging status of older people in community sports clubs. The characteristics of members which influence their evaluation on CSC were discussed as well. The method employed by this study was questionnaire, and 545 participants aged above 60 years old from 8 CSCs were selected as the sample. Regarding of data analysis, one-way ANOVA, Scheffe post-hoc tests, independent samples t-tests, multiple regression analysis, and canonical correlation analysis were computed to understand the relationship between service quality and active aging. The results showed that confirmatory factor analysis of the revised scale with 11 items and 4 factors produced a good fit indices (RMR= .03; GFI= .94; AGFI= .90; PGFI= .26; DELTA2= .95; CFI= .95; RMSEA= .08).

Next, the results of ANOVA and t-test indicated that Otsuki, sport, health, and female groups had significant higher score than opposite groups in all dimensions. Thirdly, the results of stepwise regression analysis showed that the dimension of interaction alone accounted for 59.2 % of the variance ($R^2 = .592$; $p = .000$) in the first step. The results revealed that service quality for sports together contributed a significant percentage of variance to general value, $R^2 = .70$, $F(4, 522) = 307.30$, $p = .000$. Finally, concerning the results of canonical correlation analysis, it indicated that low service quality evaluations on Interaction (-.81), Access (-.68), Management (-.73), Benefits (-.93), and General value (-.78) were associated with low active aging status on Psychological (-.94), Social (-.80), and Morale (-.76).