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Experience Quality and Repurchase Intention in Recreation Businesses: A Moderation Model

Rekreasyon İşletmelerinde Deneyim Kalitesi ve Yeniden Satın Alma Niyeti: Bir Düzenleyici Model

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ABSTRACT

Health and fitness clubs have demonstrated substantial growth in parallel with the increasing awareness of individuals regarding physical and psychological health. This expansion has led to intensified competition within the recreation services sector, thereby compelling organizations to develop customer-oriented strategies to achieve sustainable competitive advantage. In this context, members' perceived experience quality derived from club participation and the formation of their repurchase intentions emerge as critical determinants. The aim of this research is to assess the effect of perceived experience quality on repurchase intention in health and fitness clubs and to test the moderating roles of participation frequency and gender in this relationship. Employing a correlational research design, the study sample consists of 366 customers who are members of health and fitness clubs. The hypotheses developed within the scope of the study were investigated using structural equation modeling (SEM). Overall, the findings reveal that experience quality directly influences repurchase intention, with participation frequency and gender significantly moderating this relationship, highlighting the need for experience-oriented strategies tailored to diverse member profiles. Theoretically, this study provides a multidimensional contribution to the experience-based consumer behavior literature by indicating that the association between experience quality and repurchase intention should be examined in the context of individual participation characteristics and demographic differences. Practically, the results indicate that health and fitness club managers should address not only functional service elements but also experiential components such as entertainment, communication, and accessibility.

Keywords: Experience quality, repurchase intention, recreation businesses

ÖZET

Sağlık ve zindelik kulüpleri, bireylerin fiziksel ve psikolojik sağlık bilincindeki artışa paralel olarak önemli bir gelişim kaydetmiştir. Bu gelişim, rekreasyon hizmetleri sektöründe rekabetin yoğunlaşmasına neden olmuş ve işletmeleri sürdürülebilir rekabet avantajı elde edebilmek adına müşteri odaklı stratejiler geliştirmeye yöneltmiştir. Bu bağlamda, üyelerin kulüp deneyimlerinden algıladıkları deneyim kalitesi ve yeniden satın alma niyetinin şekillenmesi kritik bir unsur olarak öne çıkmaktadır. Bu çalışmanın amacı, sağlık ve zindelik kulüplerinde deneyim kalitesinin yeniden satın alma niyeti üzerindeki etkisini incelemek ve bu ilişkide katılım sıklığı ile cinsiyetin düzenleyici rolünü test etmektir. İlişkisel tarama modeliyle tasarlanan araştırmanın çalışma grubunu, sağlık ve zindelik kulüplerine üye olan 366 müşteri oluşturmaktadır. Araştırma kapsamında oluşturulan hipotezler yapısal eşitlik modeli (YEM) kullanılarak test edilmiştir. Sonuç olarak, deneyim kalitesinin yeniden satın alma niyeti üzerinde doğrudan bir etkisi olduğunu ve katılım sıklığı ile cinsiyetin bu ilişkiyi anlamlı şekilde düzenlediğini göstermektedir. Bu sonuçlar, sağlık ve zindelik kulübü yöneticilerinin farklı üye profillerine yönelik deneyim odaklı pazarlama ve hizmet tasarımları geliştirmelerinin önemine işaret etmektedir. Teorik olarak, bu çalışma, deneyim kalitesi ile yeniden satın alma niyeti arasındaki ilişkinin bireysel katılım özellikleri ve demografik farklılıklar bağlamında ele alınması gerektiğini ortaya koyarak, deneyim temelli tüketici davranışı literatürüne çok boyutlu bir katkı sunmaktadır. Pratik açıdan, sağlık ve zindelik kulübü yöneticilerinin hizmet tasarımlarında yalnızca işlevsel unsurlara değil, eğlence, iletişim ve erişim deneyimlerini kapsayan bileşenlere de odaklanmaları gerektiği ortaya konulmaktadır.

Anahtar kelimeler: Deneyim kalitesi, yeniden satın alma niyeti, rekreasyon işletmeleri

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1. Introduction

The global health and fitness services industry has experienced significant growth in recent years, driven by increasing awareness of physical health and well-being (Ouyang & Mak, 2025). This growth has intensified competition among small-scale fitness centers, large-scale health and fitness clubs, low-cost gym operators, and virtual fitness platforms (Gaofu et al., 2025). However, the industry also faces considerable challenges, including evolving consumer expectations, technological advancements, and the proliferation of home-based exercise (Yeomans et al., 2024). In this dynamic environment, health and fitness businesses need to develop differentiation and repurchase behavior-based strategies that focus on customer experience management to enhance organizational competitiveness. In this context, leading firms in the health and fitness services sector position customer experience management as a core competitive strategy (Mao, 2025). Customer experience refers to the subjective evaluations that customers form based on all interactions with a business throughout their customer journey and holds strategic significance in contemporary marketing literature (Lehnert & Kuehnl, 2025). Thus, experience quality is defined as a perceptual assessment reflecting customers' holistic perception of the superiority of the experience they have encountered.

Experience quality encompasses not only the performance of products or services but also all direct and indirect interactions encountered during communication, service delivery, and the consumption process, reflecting the functional and hedonic value perceived by customers throughout their usage (Lemke et al., 2011). This holistic perception is considered a critical antecedent in the advancement of customer-firm relationships. In the context of health and fitness clubs, experience quality refers to members' overall evaluations of their interactions with the service provider (Mao, 2025). The extant literature indicates that high experience quality enhances customer satisfaction, thereby strengthening repurchase intentions, customer retention, and positive word-of-mouth communication (Gücal & Gürbüz, 2024; Parasuraman & Zeithaml, 2002). These results emphasize the central role of service quality, customer satisfaction, and experience-based approaches in explaining repurchase intentions. Moreover, the relationship between customer experience quality and firm performance is complex, often involving situations that require a balance between effectiveness and efficiency (Kim & Choi, 2013). Empirical studies in the literature have consistently highlighted the link between customer experience–oriented strategies and firm performance (Armbrecht & Andersson, 2020; Geng, 2025).

Similarly, in the context of health and fitness clubs, the impact of members' experience quality on repurchase intentions exhibits a more complex and context-specific structure when accounting for the moderating roles of factors such as participation frequency and gender (Meng et al., 2025; Zhu et al., 2023). This perspective emphasizes that the effectiveness of customer-centric strategies is not confined solely to experience quality but is also shaped by contextual variables, including individual usage patterns and demographic characteristics. Furthermore, there is a limited number of national empirical studies directly investigating the effects of customer-centric approaches, such as experience quality, on firm sustainability and repurchase intentions in the context of clubs. This limitation is largely attributed to the rarity of business failures and the need for extensive datasets to investigate such relationships. The present research purposes to address this gap by examining the impact of experience quality on repurchase intentions in the context of clubs, thereby providing industry-specific insights. Notably, although previous studies have extensively examined service quality, customer satisfaction, and behavioral intentions, the increasingly prominent role of customer experience quality within the health and fitness industry has not been sufficiently addressed. In addition, studies investigating how the relationship between experience quality and repurchase intentions is influenced by individual-level contextual factors, such as participation frequency and gender, remain limited. Accordingly, the current study examines the direct effect of

experience quality on repurchase intentions within the context of health and fitness clubs, while also evaluating the moderating roles of participation frequency and gender, thereby aiming to contribute to the existing conceptual and empirical gap in the literature.

Given these considerations, this research aims to evaluate the relationship between customer experience quality and repurchase intentions in health and fitness clubs, while also assessing the moderating effects of participation frequency and gender on this relationship. Health and fitness clubs constitute an optimal setting for investigating the impact of experience quality on repurchase intentions, given that the industry is marked by intensive customer interactions, experience-centric service delivery, and heightened competitive pressures. In this framework, the inclusion of club members in the study facilitates the examination of genuine user experiences and allows for the interpretation of results within a context-specific, industry-relevant framework. The Resource-Based Theory (RBT) was selected for this study as it is considered to provide a valuable lens for understanding how intangible elements such as customer experience quality can be leveraged to achieve sustainable competitive advantage, and because it is deemed to align well with the experience-oriented and service-driven nature of health and fitness clubs (Barney, 1991). Theoretically, this study contributes to the literature by demonstrating, within the framework of the RBT (Barney, 2001; Kozlenkova et al., 2014), that experience quality can serve as a valuable, rare, inimitable, and non-substitutable resource, providing firms with a sustainable competitive advantage. Experience quality clearly satisfies the VRIN criteria when considering how it is designed and managed in health and fitness services: it is valuable because it enhances customer satisfaction and repurchase intentions; rare, as superior and consistently high-quality experiences cannot be easily replicated by competitors; inimitable, because such experiences are co-created through tacit, socially complex, and organization-specific interactions; and non-substitutable, as alternative services are unlikely to generate the same level of emotional, experiential, and relational engagement among members (Barney, 1991; Mao, 2025). Practically, it sheds light on how individual differences, such as participation frequency and gender, shape the association between experience quality and repurchase intentions, thereby offering guidance for health and fitness clubs to tailor customer-centric strategies and enhance member loyalty. Thus, the study not only provides industry-specific insights but also reinforces the strategic importance of customer experience management.

1.1. Conceptual Framework and Hypotheses

1.1.1. Experience Quality and Repurchase Intention

In health and fitness clubs, customer experience quality is shaped through multiple touchpoints, including service process design, staff interactions, and facility usage (Mao et al., 2023). Despite the rapidly evolving nature of service markets, the RBT remains highly relevant, as intangible and experience-based resources maintain to play a critical role in enabling firms to achieve sustainable competitive advantage under dynamic competitive conditions (Mao, 2025). In line with the critique of Priem and Butler (2001), this study acknowledges that experience quality does not automatically translate into competitive advantage. Rather, competitive advantage emerges from firms' ability to continuously develop and sustain valuable customer experiences in response to changing market conditions. Accordingly, the study considers how experience quality is transformed into competitive advantage, while also incorporating the temporal dimension and heterogeneity in customer demands.

In the framework of the RBT, high-quality customer experiences constitute a valuable, rare, inimitable, and non-substitutable resource for firms, thereby conferring a competitive advantage (Barney, 2001; Kozlenkova et al., 2014). Experience quality directly influences customers' repurchase intentions, that is, their propensity of choosing the same service in the future, by

enhancing customer satisfaction and perceived value (Miao et al., 2022; Rai et al., 2024). In this context, in health and fitness clubs that provide high quality experiences, an increase in customers' repurchase intentions is expected. Accordingly, the hypothesis of the research is proposed as follows:

H1. Experience quality has a positive impact on repurchase intention.

The intensity of the association between experience quality and repurchase intention may be contingent upon the frequency of customers' club participation. Regular attendees are afforded enhanced opportunities to interact with facilities and services, engage more extensively with staff and fellow members, and systematically observe and assess service processes (Wang & Chiu, 2023). This condition may strengthen the influence of experience quality on repurchase intention. Moreover, customers who use the facility infrequently are likely to have more limited experiential opportunities; therefore, the association between experience quality and repurchase intention may be weaker for this group. Accordingly, the hypothesis is stated as:

H2. Participation frequency positively moderates the relationship between experience quality and repurchase intention.

The relationships between customer experience and purchase behavior may be influenced by demographic factors. In particular, gender can generate differences in service perception, satisfaction, and loyalty (Bahoo et al., 2023; Mao, 2025). For instance, male and female customers may exhibit differences in their expectations from health and fitness clubs, their priorities regarding social interactions, and their patterns of service usage. This suggests that the effect of experience quality on repurchase intention may vary according to gender. Based on this framework, the hypothesis is proposed as follows:

H3. Gender moderates the relationship between experience quality and repurchase intention.

The research model illustrating the integration of the moderating effects of participation frequency and gender in the association between experience quality and repurchase intention is shown in Figure 1.

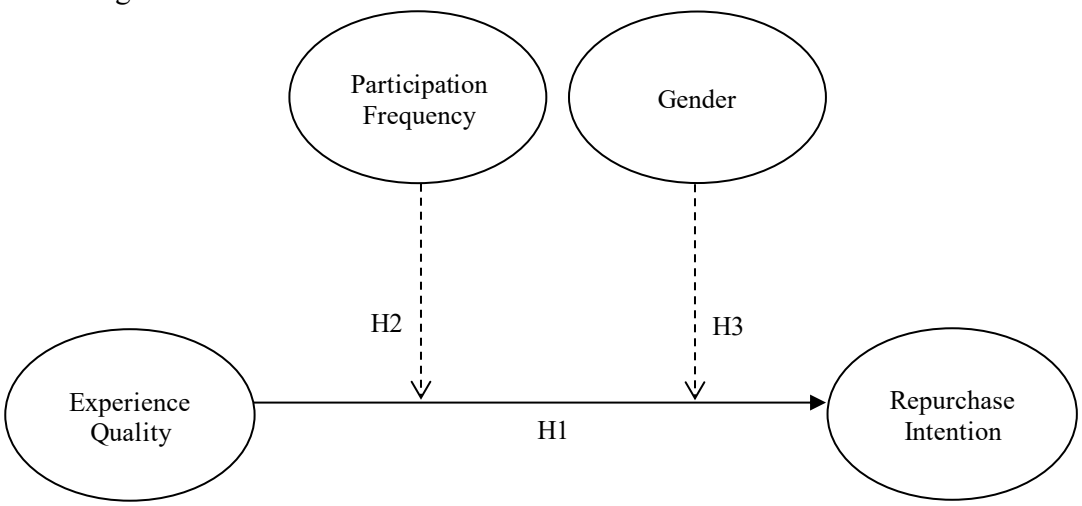

Figure 1. Research model

2. Method

2.1. Research Model

This study was designed using a correlation method, one of the quantitative research approaches aimed at examining individuals' behaviors and attitudes through numerical data (Creswell & Creswell, 2017). The correlation method allows researchers to observe the relationships between variables and to determine their direction and strength, while also enabling the unbiased analysis of data, thereby enhancing the reliability of the research findings (Hayes, 2018). In this research, the

direct relationships between individuals' experience quality and their repurchase intentions in health and fitness clubs were specifically examined. Additionally, the moderating effects of variables such as participation frequency and gender on these relationships were also investigated. In this context, SEM was employed to evaluation the hypotheses developed within the scope of the study. SEM is a statistical technique that enables the simultaneous evaluation of both direct and indirect relationships among variables and was chosen to comprehensively assess the validity of the proposed model and the accuracy of the hypotheses (Hair et al., 2021).

2.2. Research Group

In this correlation research, the research sample consisted of a total of 366 customers who were members of private health and fitness clubs in Türkiye, including 148 female (M_{age} = 30,77 ± 8,74) and 218 male (M_{age} = 29,49 ± 9,08), with an overall mean age of 30,01 ± 8,95 years. This study was limited to customers of health and fitness clubs that have been operating for at least six years and have a minimum of 2000 members was preferred. In the current study, convenience sampling was employed owing to its availability and practical feasibility in reaching individuals. This method enabled the researchers to efficiently recruit an adequate number of participants within the constraints of available time and resources (Winton & Sabol, 2021). Using the convenience sampling technique, the Experience Quality Scale for Fitness Centers (EQSFC) and the Repurchase Intention Scale (RIS) were administered to the study sample.

An examination of the demographic characteristics of the research sample indicated that 40.4% of the participants were female (n = 148) and 59,6% were male (n = 218). With regard to educational attainment, 87,7% of the participants held undergraduate or postgraduate degrees (n = 321), whereas 12,3% had a high school education or lower (n = 45). All participants were between 18 and 57 years of age, with a mean age of 30,01 ± 8,95 years. In terms of exercise frequency, the majority of participants reported exercising three times per week (n = 113, 30,9%), followed by those exercising four times per week (n = 83, 22,7%), five times per week (n = 82, 22,4%), two times per week (n = 45, 12,3%), six times per week (n = 26, 7,1%), seven times per week (n = 9, 2,5%), and one time per week (n = 8, 2,2%). Finally, most participants reported engaging in exercise sessions lasting one hour or less (n = 214, 58,5%), while the remainder reported exercising for two hours or more per session (n = 152, 41,5%).

2.3. Procedure

Before initiating the study, ethical approval was acquired from the Ethics Committee of the Rectorate of İstanbul Nişantaşı University (Date: 07.01.2026; Issue: 2026-01-01). In addition, the necessary permissions for the use of the survey instruments employed in the research were obtained from the respective authors. Following the receipt of ethical approval and permissions for the use of the measurement instruments, participants were administered informed consent forms and the data collection instruments under the principles of voluntariness and confidentiality. The respondents of the research comprised adult individuals aged 18 years and above who were customers of private health and fitness clubs. Data were obtained via an online survey from members of seven clubs operating in İstanbul. Participants were reached through the clubs' social media platforms and official customer groups, and the survey link was shared prior to exercise sessions. The completion of the surveys took approximately 10-20 minutes on average.

2.4. Data Collection Tools

The target population of the research responded to an online survey comprising two sections. The first section included questions pertaining to the participants' personal information. The second section consisted of the following two measurement instruments:

Experience Quality Scale for Fitness Centers (EQSFC): The EQSFC was developed by Sevilmiş

and Doğan (2024) to assess health and fitness club customers' perceptions of experience quality. The scale comprises 17 items across five sub-scales: communication quality (3 items), physical environment quality (3 items), outcome quality (4 items), access quality (4 items), and entertainment quality (3 items). Items are rated on a 5-point Likert scale ranging from "definitely disagree" (1) to "definitely agree" (5). The Cronbach's alpha coefficients for the sub-scales were determined as follows: 0,82 for communication quality, 0,82 for physical environment quality, 0,83 for outcome quality, 0,76 for access quality, and 0,81 for entertainment quality.

Repurchase Intention Scale (RIS): In this study, the items of the Repurchase Intention Scale (RIS) developed by Özcan and Argan (2014) were adapted for use. To evaluation the scale's validity and reliability, the data collection procedure was conducted with a total of 211 participants, comprising 91 female (43,1%) and 120 male (56,9%). To assess the suitability of the data for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Sphericity test were applied. Exploratory factor analysis (EFA) was carried out to reveal the factor structure of the scale, and confirmatory factor analysis (CFA) was subsequently conducted to verify the obtained factor structure. The reliability of the scale was assessed by calculating Cronbach's alpha coefficients. The Cronbach's alpha for the scale's factor was determined to be 0,82. The scale consists of a single factor with four items. Participants rated the items using a 7-point Likert scale, ranging from 1 = strongly disagree to 7 = strongly agree.

2.5. Data Analysis

The statistical analyses of the data collected in the study were conducted using SPSS, AMOS, and the SPSS Process Macro. Initially, the reliability of the measurement instruments was assessed, and the internal consistency of the variables was analyzed using Cronbach's alpha coefficients. Following the computation of Cronbach's alpha values, Pearson correlation analyses were carried out to examine the relationships among the study variables. Before the data analysis, skewness and kurtosis values were examined to assess the normality of the distributions, and all values were found to fall within the range of -2 to +2 (Byrne, 2013). Accordingly, the skewness and kurtosis values of all items supported the normality assumption required for parametric tests. Descriptive statistics, Pearson correlation analyses, Cronbach's alpha, and CFA were performed using the SPSS and AMOS statistical software packages.

CFA was conducted to validate the construct validity of the measurement models and to test the factor structure of the proposed research model. The analysis was carried out using the AMOS statistical software, and goodness-of-fit indices were examined to confirm the measurement model. These analyses are considered a critical step in ensuring the structural validity of the variables and the reliable testing of the hypotheses (Goretzko et al., 2024). In the study, Hayes' (2018) Process Macro was employed to examine whether the proposed hypotheses were supported within the framework of the structural model, and "Moderated Model 2," which was appropriate for the research model, was selected. The use of Process Macro in addition to SEM is preferred due to its capability to provide bootstrap confidence intervals and to directly test moderating effects with enhanced computational efficiency and reliability. This approach serves a complementary function to SEM by enabling a more focused estimation of moderating effects within the proposed model framework. The model results were interpreted by examining path coefficients (β) and the explained variance (R^2). Both direct and moderating effects were assessed using the bootstrap method with 5,000 bootstrap samples at a 95% confidence interval (Hayes, 2018).

In determining the sample size, Kass and Tinsley (1979) recommend that the number of participants should be at least five times the number of scale items, while Field (2000) emphasizes the importance of including a minimum of 300 participants. Based on these recommendations, the minimum requirements for sample size were met, and a total of 366 volunteers were included in the research. To assess common method bias (CMB), a CMB test was performed using SPSS.

According to the recommendation of Podsakoff et al. (2003), an explained variance of less than 50% indicates the absence of common method bias. In the present research, the CMB value was found to be 36%. In addition, multicollinearity was examined using the variance inflation factor (VIF), and the factor-level VIF values ranged between 1,839 and 2,991, remaining below the critical threshold of 3,3 (Hair et al., 2022; Kock, 2017). These findings indicate that the data are free from concerns related to both common method bias and multicollinearity.

3. Results

In this research, SEM was employed to assess the moderating roles of participation frequency and gender in the relationship between experience quality and repurchase intention among members. SEM is a robust and comprehensive statistical approach that allows for the simultaneous testing of both direct relationships among latent variables and moderating effects within a single model (Hair et al., 2021). Accordingly, the proposed model was structured to comprehensively evaluate the effect of experience quality on repurchase intention, as well as whether this relationship is significantly moderated by participation frequency and gender. Figures and tables related to the proposed research model, along with their corresponding descriptions, are illustrated in this section.

Table 1. Distribution of scale scores (EQSFC, RIS)

Scales Sub-Scales	N	Mean	Sd	Skewness	Kurtosis	α
EQSFC	17	4,29	0,62	-0,95	0,57	0,93
Communication Quality	3	4,18	0,85	-0,96	0,65	0,85
Physical Environment Quality	3	3,99	0,92	-0,74	-0,15	0,83
Outcome Quality	4	4,54	0,64	-1,77	1,46	0,90
Access Quality	4	4,17	0,79	-0,78	-0,14	0,80
Entertainment Quality	3	4,51	0,66	-1,45	1,56	0,90
RIS	4	5,84	1,27	-1,37	1,64	0,94

EQSFC: Experience quality scale for fitness centers; RIS: Repurchase intention scale; N: Number of items, α: Cronbach's alpha coefficient

An examination of the distribution of scale scores indicates that the mean scores of both scales exhibit a normal distribution. Based on the mean scores of the EQSFC, the highest value was identified in the "outcome quality" subscale (4,54), while the lowest value was found in the "physical environment quality" subscale (3,99). The mean score of the RIS was identified as 5,84 (Table 1).

Table 2. Confirmatory factor analysis results

Scales	x^2/df	RMSEA	SRMR	CFI	NFI	NNFI
EQSFC	4,89	0,09	0,06	0,91	0,90	0,90
RIS	1,70	0,08	0,01	0,99	0,99	0,96
Fit Index	≤3/≤5	,05≤RMSEA≤,10	,05≤SRMR≤,10	,90≤CFI≤,95	,90≤NFI≤,95	,90≤TLI≤,95

x^2/df≤5, RMSEA≤0,10, SRMR≤0,10, CFI≥0,90, NFI≥0,90, NNFI≥0,90

The results of the CFA for the variables of experience quality and repurchase intention are presented in Table 2. The findings indicate that all model fit indices fall within acceptable ranges, demonstrating that the measurement model exhibits a statistically adequate fit with the revealed data.

Table 3. Correlation results for scale scores

	1	2	3	4	5	6
1.Communication Quality	-					
2.Physical Environment Quality	,576**	-				
3.Outcome Quality	,519**	,546**	-			
4.Access Quality	,559**	,598**	,600**	-		
5.Entertainment Quality	,582**	,541**	,782**	,607**	-	
6.RIS	,487**	,566**	,556**	,561**	,628**	-

****p<0.01, RIS: Repurchase intention scale**

Based on the results of the Pearson correlation analysis, all subscales mean scores of the EQSFC were found to be moderately and positively correlated with the mean scores of the RIS, with the relationships being statistically significant (Table 3).

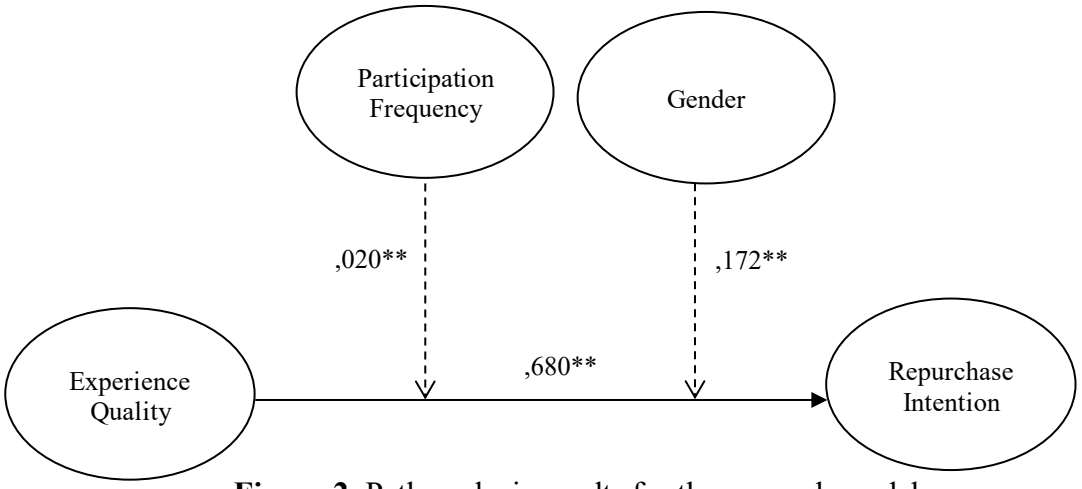

Figure 2. Path analysis results for the research model

First, the direct relationship between experience quality (independent variable) and repurchase intention (dependent variable) was analyzed. Second, the moderating effects were tested by including participation frequency (moderator 1) and gender (moderator 2) in the model. To examine the presence of moderating effects, the direct impact of the independent variable on the dependent variable was first assessed. Subsequently, the potential moderating effects of participation frequency and gender were incorporated into the model and analyzed. A moderating effect is considered to occur when a moderator significantly alters the direction or strength of the between the independent and dependent variables. The analyses indicated that both participation frequency and gender significantly influenced the association between experience quality and repurchase intention (Figure 2).

Table 4. Hypothesis testing results for regression coefficients

	Relationships between parameters	β	SE	95% CI		Results
				LL	UL	
Direct Effect	**H1:** EQSFC → RIS	,680**	,078	,57	,80	Accept
Moderating Effects	**H2:** EQSFC **X** Participation Frequency → RIS	,020**	,052	,01	,04	Accept
	H3: EQSFC **X** Gender → RIS	,172**	,060	,14	,20	Accept

SE: Standard error, CI: Confidence interval, LL: Lower level of confidence interval, UL: Upper level of confidence interval, *p<0.05, **p<0.01

The findings related to the hypotheses tested in the research model indicate that experience quality has a direct and positively significant effect on repurchase intention (β = ,680; p<0.01). This finding

indicates that customers' perceptions of the quality of the experience process constitute a key factor in strengthening repurchase intention, thereby supporting H1. Participation frequency was found to play a moderating role in the association between experience quality and repurchase intention (β = ,020; p<0.01), supporting H2. In addition, gender was determined as a significant moderator in the relationship between experience quality and repurchase intention (β = ,172; p<0.01). The findings reveal that the effect of experience quality on repurchase intention differs statistically significantly between female and male participants, supporting H3. Examination of the fit indices of the structural model indicated that the x^2/df ratio remained below the commonly accepted threshold of 5, while the RMSEA, SRMR, TLI, CFI, and NFI indices exceeded their recommended cutoff values. Overall, these results demonstrate that the research model reveals an acceptable level of fit (x^2/df = 3,45; RMSEA = 0,08; SRMR = 0,06; TLI = 0,90; CFI = 0,91; NFI = 0,90).

Figure 3. Moderating effects of participation frequency and gender on the relationship between experience quality and repurchase intention

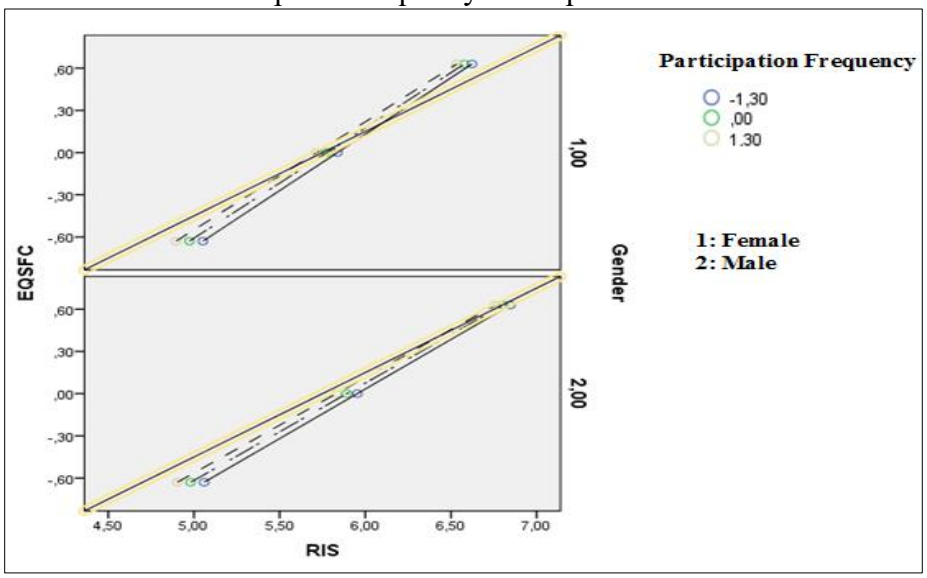

Figure 3 illustrates the results of the simple slope analysis. The two lines represent the effects of the moderator variables (participation frequency and gender) at low and high levels on the association between experience quality and repurchase intention. The low level of the moderator was defined as one standard deviation below the mean, while the high level was described as one standard deviation above the mean. The findings indicate that both participation frequency and gender strengthen the positive association between experience quality and repurchase intention.

4. Discussion

This research developed a research model aimed at contributing to a long-term service approach for health and fitness club members and enabling businesses to enhance their service performance more effectively. The research examined the impact of members' perceptions of experience quality on repurchase intention, as well as the moderating roles of participation frequency and gender in this relationship. The findings reveal that members' experience quality have a significant effect on their repurchase intentions. Furthermore, participation frequency and gender were indicated to play a moderating role by differentially influencing the association between experience quality and repurchase intention. In this context, it can be concluded that the effect of experience quality on repurchase intention can be more comprehensively explained when individual participation characteristics and demographic differences are taken into account.

First, the results of this research reveal that health and fitness club members' perceptions of experience quality have a direct and positive effect on repurchase intention, thereby supporting

Hypothesis 1 (H1). This result suggests that the service experience serves as a key determinant in shaping members' future purchasing behaviors and underscores the strategic importance of experience-focused service approaches in the health and fitness sector. A review of the relevant literature reveals similar findings regarding the pivotal role of experience quality in influencing repurchase intention within the context of recreational services (Pizzo et al., 2020; Wu et al., 2018). An examination of the scales constituting experience quality revealed that enjoyment quality exhibits the strongest association with repurchase intention. This result is consistent with previous research and particularly reinforces studies highlighting the influence of hedonic experience components on consumer behavior (Armbrecht & Andersson, 2020; Pham Thi & Duong, 2025). These findings indicate that members assess their health and fitness club experiences not solely in terms of physical benefits or functional service attributes, but also through hedonic dimensions, including enjoyment, relaxation, and the elicitation of positive affective states (Geng, 2025). Accordingly, a heightened perception of enjoyment quality reinforces members' emotional attachment to the club, which, in turn, exerts a more pronounced influence on the development of repurchase intentions than do other experiential dimensions. This conclusion is further substantiated by research within the recreation services literature, which highlights the role of pleasure and enjoyment-oriented experiences in fostering customer loyalty and repeat patronage (Mao et al., 2023; Ouyang & Mak, 2025). In this context, the results of the research emphasize that the provision of services in health and fitness clubs should extend beyond mere technical proficiency and physical infrastructure; rather, such services ought to be deliberately designed to evoke enjoyable, motivating, and positively valenced emotional experiences. Accordingly, the quality of experience particularly its enjoyment dimension exerts a direct and pronounced effect on members' repurchase intentions, an influence that is fundamental for achieving and sustaining a strategic advantage.

The second finding of this research demonstrates that the influence of experience quality on repurchase intentions among members is contingent upon members' participation frequency. The results of the analysis reveal that participation frequency significantly moderates this relationship, thereby offering evidence-based support for H2. This observation is consistent with extant literature, indicating that service experiences are shaped not only by perceived quality but also by the frequency with which members engage in the experience (Chang et al., 2020; Meng et al., 2025). Increased engagement with club services allows members to appraise their experiences in a more comprehensive, holistic, and nuanced manner, thereby enhancing the positive impact of experience quality on repurchase intentions. Members exhibiting particularly high participation frequency are more capable of discerning the perceived value and satisfaction derived from service encounters, which, in turn, results in increased repurchase intentions (Chiu et al., 2019; Wang & Chiu, 2023). In this context, participation frequency emerges not only as a measurable moderator of the effect of experience quality, but also as a critical regulatory variable that enables members to continuously experience and appraise the benefits derived from services, thereby contributing to repurchase intentions (Huang & Kim, 2023; Kopanidis, 2023). Accordingly, promoting more frequent engagement with the club enhances members' experiential outcomes and increases the likelihood of repeat patronage. Thus, increasing participation frequency can be considered a decisive factor for achieving sustained profitability in health and fitness clubs.

Finally, research results indicate that the effect of experience quality on repurchase intentions among members is moderated by gender, thereby supporting H3. The analyses reveal that, compared to female members, male members exhibit a stronger effect of experience quality on repurchase intentions. This finding reveals that male members derive higher quality experiences from club services, which in turn enhances their repurchase intentions. The result is consistent with existing literature and underscores the significant moderating role of gender on service experiences and purchase behavior (Mullen & Whaley, 2010; Zhu et al., 2023). However, this gender-based interpretation should be approached with caution and evaluated carefully; these findings should not

be interpreted as evidence of inherent and immutable differences between genders. Rather, these differences should be understood as indicating that the relationship between experience quality and repurchase intention may vary across gender groups. The revealed gender-based differences in the relationship between experience quality and repurchase intentions highlight the necessity for service providers to tailor their strategic planning according to gender (Weman Josefsson et al., 2018). For instance, initiatives and communication strategies that enhance the service experience for male members may play a fundamental role in strengthening their attachment to the club and increasing the likelihood of repeat patronage. Moreover, the stronger influence of experience quality on repurchase intentions among male members presents a significant opportunity for clubs in terms of fostering customer loyalty and ensuring long-term revenue stability (Durau et al., 2022). In this context, tailoring service processes to address the expectations and needs of male members emerges as a strategic priority, both for enhancing experience quality and for strengthening the club's competitive advantage. On the other hand, accounting for female members' perceptions of experience quality and repurchase intentions is essential to balance the needs of all member segments and to facilitate the development of an inclusive service management approach. Accordingly, the moderating role of gender constitutes a critical factor for understanding the complexity of the association between experience quality and repurchase intentions in clubs. From both theoretical and practical perspectives, this study extends the RBT by demonstrating that experience quality should be conceptualized as a dynamic and intangible resource whose value is not an automatic source of competitive advantage, but rather emerges under specific contextual and behavioral conditions. In particular, the findings address the "black box" within RBT by indicating that the effect of experience quality on repurchase intention varies according to participation frequency and gender, thereby highlighting how resource value is activated through usage intensity and customer heterogeneity. Practically, the results indicate that health and fitness clubs should not only enhance all dimensions of experience quality (e.g., entertainment and physical environment), but also tailor their service offerings to different member segments, as these strategies strengthen repurchase intentions and ultimately contribute to sustained competitive performance.

5. Conclusion

The findings of this research reveal that experience quality in health and fitness clubs exerts a direct and positive effect on members' repurchase intentions. These results support H1 and demonstrate that experience components collectively reinforce members' ongoing relationship with the club and strengthen their repeat purchase behavior. Moreover, the analysis revealed that participation frequency and gender exert moderating effects on the association between experience quality and repurchase intentions, thereby supporting H2 and H3. As participation frequency increases, the effect of experience quality on repurchase intentions is strengthened, indicating that greater engagement with the club deepens the way in which members perceive their experiences. Finally, gender-based differences were found to play a distinctive role in shaping the assessment of experience quality and its translation into repurchase intentions. These findings underscore the importance for health and fitness clubs of developing holistic strategies that not only enhance members' perceptions of experience quality but also account for demographic characteristics and participation frequency, thereby contributing to the attainment of sustained advantage.

5.1. Limitations and Future Research

This research is characterized by certain limitations. It employed a quantitative research design to examine the association between experience quality and repurchase intentions in clubs, with participants selected through convenience sampling. Thus, the findings are specific to a particular geographic and organizational context. This constrains the generalizability of the results, cultural contexts, or different health and fitness clubs. Moreover, the study relied solely on participants'

self-reported perceptions, thereby excluding the perspectives of managers, staff, or other external stakeholders. Future research, it is recommended that studies be conducted with larger and more diverse samples to enhance the robustness and applicability of the findings. Comparative studies conducted across health and fitness clubs in different regions would provide an opportunity to test the validity of the model in diverse contexts. In addition, future research may expand the scope beyond health and fitness clubs by incorporating various types of recreation businesses into the research framework. In particular, examining how consumer experiences and repurchase intentions are shaped within different recreational settings, such as stadiums, amusement parks, and outdoor recreation enterprises, would provide important insights. In this context, evaluating how the proposed model may differ across diverse recreation businesses is expected to contribute to the broader generalizability of the model. Furthermore, incorporating variables such as membership duration, customer loyalty, and perceived value, alongside the moderating effects of participation frequency and gender, could enhance understanding of the relationship between experience quality and repurchase intentions. Employing mixed-methods or qualitative approaches could offer valuable insights for both academia and industry practice.

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