

Understanding customer loyalty in sports facilities: Insights into service quality, perceived value, satisfaction and facility image

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Abstract

This study explores the factors influencing customer loyalty (CL) in sports facilities, emphasizing the roles of service quality (SQ), customer satisfaction (CS), facility image (FI), and perceived value (PV). The analysis is based on data collected from 510 customers at various sports facilities, using a structural equation modeling approach to evaluate the relationships among these constructs. The findings reveal that SQ and CS are the primary drivers of CL, with both exhibiting strong and direct effects on loyalty outcomes. High service quality directly impacts customer satisfaction and facility image, which, in turn, influence loyalty. This underscores the importance of consistent service delivery in fostering loyalty among customers. While perceived value does not exhibit a direct effect on customer loyalty, it significantly enhances customer satisfaction and facility image. These indirect pathways suggest that customers who perceive greater value from their experience are more likely to feel satisfied and develop a positive perception of the facility, ultimately contributing to their loyalty. Similarly, facility image has a moderate influence on loyalty, primarily through its impact on customer satisfaction. A positive image enhances customers' overall experience, reinforcing their likelihood of revisiting and recommending the facility. These findings have practical implications for managers and stakeholders in sports facilities. To improve customer loyalty, managers should focus on strategies that prioritize high-quality service delivery and customer satisfaction. Enhancing perceived value through competitive pricing, flexible membership options, and value-added services can further strengthen customer perceptions and foster long-term loyalty. Efforts to improve facility image, such as maintaining a well-regarded reputation, providing excellent infrastructure, and hosting events, also contribute to loyalty outcomes. By focusing on these key factors, sports facilities can cultivate a loyal customer base, ensuring sustained growth and competitiveness in an increasingly dynamic and demanding market.

Key words: Loyalty, Customer Satisfaction, Facility Image, Service Quality, Perceived Value

Introduction

Pickleball, a unique hybrid of tennis, badminton, and ping pong, has emerged as one of the fastest-growing sports globally. Its simplicity, minimal equipment requirements, and suitability for participants of all ages and skill levels have driven its rapid adoption (USA Pickleball, 2022). The sport, which can be played indoors or outdoors, offers both recreational and competitive opportunities, making it highly versatile (Ryu et al., 2018). The growth of the sport is reflected in data from the Sports & Fitness Industry Association (SFIA), which reported that in 2023, the number of pickleball participants in the United States alone exceeded 8.9 million, a 159% increase over three years (SFIA, 2023). This surge in participation has created a corresponding demand for dedicated pickleball facilities worldwide, with facility operators facing unprecedented challenges and opportunities.

In any service industry, customer loyalty is a critical determinant of long-term success, and sports facility management is no exception. Loyal customers are more likely to return frequently, recommend the facility to others, and form a strong emotional connection to the brand (Kotler & Keller, 2016). For pickleball facilities, understanding the drivers of customer loyalty has become increasingly important as the market grows and competition intensifies. While there is an extensive body of literature on customer loyalty in sports and recreational contexts (Zeithaml, Bitner, & Gremler, 2020), limited research has specifically examined how the unique characteristics of pickleball influence customer satisfaction and retention. Pickleball facilities are distinct in several ways. The compact size of pickleball courts allows for multiple games to take place simultaneously within a relatively small area, making efficient space utilization a key consideration for facility operators. Moreover, pickleball's strong social component sets it apart from many other sports. Players often prioritize social interactions, community engagement, and the sense of belonging they experience at facilities (Smith & Jones, 2021). Therefore, factors such as the quality of service quality, perceived value, customer satisfaction, and facility image are likely to play a more significant role in determining loyalty compared to other sports contexts

(Cronin & Taylor, 1992; Hutchinson et al., 2009). At the same time, the rapid expansion of pickleball has introduced challenges related to overcrowding, facility wear-and-tear, and the increasing expectations of customers who have access to a growing number of options. As new players enter the sport, they bring diverse needs and preferences that may differ from those of long-time participants, making it essential for facility operators to deliver personalized experiences while maintaining high service standards (Anderson, Fornell, & Lehmann, 1994).

The meteoric rise of pickleball has led to the proliferation of pickleball-specific facilities, multi-sport complexes incorporating pickleball, and recreational centers adapting to meet demand. These facilities compete not only based on court availability but also the quality of the overall customer experience. Beyond functional aspects such as court conditions, lighting, and scheduling systems, intangibles like perceived value, facility image, and social atmosphere play a vital role in shaping customer perceptions (Grönroos, 1984). Furthermore, the sport's growing professionalization adds another layer of complexity. Competitive players often seek facilities that offer advanced features such as high-performance courts, skilled coaching, and opportunities for tournament participation. Meanwhile, recreational players may prioritize amenities such as comfortable seating areas, snack bars, and organized social events. Facility operators must balance these varied needs while maintaining operational efficiency and profitability (Parasuraman, Zeithaml, & Berry, 1988). Pickleball also intersects with broader societal trends, such as the increasing emphasis on physical fitness, social connection, and accessible recreation for aging populations. With older adults comprising a significant portion of pickleball participants, the sport is uniquely positioned to serve this demographic while promoting health and wellness (Jones & Brown, 2019). Understanding how these trends influence customer expectations is crucial for facility operators aiming to foster loyalty in this rapidly evolving market.

This study seeks to address the critical need for a deeper understanding of customer loyalty in pickleball facilities. Specifically, it examines how service quality, perceived value, customer satisfaction, and facility image interact to influence loyalty in this context. Drawing on established frameworks in sports management and customer service research, the study adapts these models to account for the unique characteristics of pickleball. A mixed-methods approach is employed to provide both breadth and depth of analysis. Quantitative data collected through surveys of pickleball players is supplemented by qualitative insights from interviews with facility managers and players. This dual approach ensures a comprehensive understanding of the factors that drive customer loyalty, while also identifying actionable strategies for facility operators. By addressing gaps in the existing literature, this research contributes to the academic discourse on sports facility management and customer loyalty. Additionally, it offers practical guidance for pickleball facility operators seeking to enhance their competitive positioning and foster stronger customer relationships. Ultimately, the findings aim to empower operators to deliver exceptional value, improve service delivery, and build lasting loyalty among their customers.

Material & methods

Research Model

Service quality has long been identified as a critical factor influencing customer loyalty across various industries, including sports. Parasuraman, Zeithaml, and Berry (1985) introduced the SERVQUAL model, which evaluates service quality based on five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions have been widely applied to measure customer perceptions of service quality in both the retail and service sectors. In the context of sports, Ko and Pastore (2005) adapted the SERVQUAL model to assess service quality in recreational sports, proposing a framework that includes program quality, interaction quality, outcome quality, and physical environment quality. Research has consistently shown that service quality has both direct and indirect effects on customer loyalty (Cronin & Taylor, 1992). For example, Howat and Assaker (2013) found that high service quality in outdoor recreational facilities significantly improved perceived value and customer loyalty. Similarly, in the golf industry, Wu and Ai (2016) demonstrated that service quality influenced golfer loyalty through its impact on customer satisfaction and perceived value. In pickleball facilities, similar dimensions of service quality—such as the condition of courts, the professionalism of staff, and the availability of amenities—are likely to play a pivotal role in shaping customer experiences and influencing loyalty. Therefore, this study proposes the following hypothesis.

H1: *Service quality has a direct positive impact on perceived value in pickleball facilities.*

H2: *Service quality has a direct positive effect on the image of the pickleball facility.*

H3: *Service quality has a direct positive influence on customer loyalty in pickleball facilities.*

H4: *Service quality has a direct positive impact on customer satisfaction with pickleball facilities.*

Perceived value refers to a customer's evaluation of the overall utility of a service based on their perception of what is received (benefits) versus what is given (costs) (Zeithaml, 1988; Woodruff, 1997). In the sports facility context, perceived value may include factors such as the quality of the courts, equipment, coaching services, and social experiences provided relative to the price of membership or usage fees. Several studies have shown that perceived value is a strong predictor of customer loyalty, particularly in service-oriented sectors (Parasuraman & Grewal, 2000). Hutchinson, Lai, and Wang (2009) found that perceived value had a significant impact on the loyalty of golf travelers, emphasizing that customers who felt they received good value for their

investment were more likely to return to the same facility. The findings of Choi et al. (2018) also indicated that perceived value has a significant and direct impact on consumer satisfaction. Similarly, Wu and Li (2017) highlighted that in tourism-related industries, perceived value is a major determinant of repeat patronage. Additionally, the research findings of Montesinos-Saura et al. (2018) also indicate that perceived value has an impact on the satisfaction and future intentions of participants in swimming crossings. In the context of pickleball, perceived value can stem from affordable pricing, flexible scheduling, and opportunities for social interaction, all of which contribute to enhancing customer loyalty. Therefore, this study proposes the following hypothesis.

H5: *Perceived value has a direct positive effect on the image of the pickleball facility.*

H6: *Perceived value has a direct positive effect on customer loyalty in pickleball facilities.*

H7: *Perceived value has a direct positive effect on customer satisfaction in pickleball facilities.*

Customer satisfaction, defined as the extent to which a customer's expectations are met or exceeded by their experience, is a well-established determinant of loyalty in the service industry (Oliver, 1999). Numerous studies have confirmed that satisfied customers are more likely to remain loyal to a service provider and engage in repeat business. In the context of intensifying competition among firms in the service industry, Anabila et al. (2020) suggested that customer satisfaction plays a pivotal role in enhancing customer loyalty. In the realm of sports, customer satisfaction is closely linked to factors such as the quality of the sports environment, the professionalism of staff, and the perceived value of the services offered (Howat & Assaker, 2013). Specifically, in a study of golf courses, Hutchinson et al. (2009) found that customer satisfaction was a key driver of loyalty, with satisfied customers demonstrating a stronger inclination to revisit courses and recommend them to others. Similarly, Jeon et al. (2021) indicated that satisfaction significantly enhances customer loyalty in the Sport Fitness industry. This relationship between satisfaction and loyalty has also been demonstrated in other recreational sports. Andreassen and Lindestad (1998) suggested that satisfaction not only fosters loyalty but also serves as a mediator between other factors, such as service quality, perceived value, and loyalty. In the case of pickleball, factors such as the quality of coaching, the condition of courts, and the social atmosphere at the facility are likely to significantly influence customer satisfaction, which in turn impacts loyalty.

H8: *Customer satisfaction has a direct positive influence on customer loyalty in pickleball facilities.*

Facility image, or the perception of a sports facility as a reputable and high-quality venue, is another important factor influencing customer loyalty. Corporate image has been shown to have a strong impact on customer loyalty in various service sectors (Andreassen & Lindestad, 1998). In the sports industry, facility image can be shaped by factors such as the reputation of the facility, its prominence in the local community, and its association with well-organized events and tournaments (Hwang & Lyu, 2015). In a study of golf courses, Wu and Ai (2016) demonstrated that facility image played a significant role in fostering customer loyalty, with customers more likely to return to well-regarded courses. The same is likely true for pickleball facilities, where a strong image can attract both new and returning customers. Facilities that are known for hosting competitive tournaments, providing excellent services, and fostering a sense of community are likely to enjoy higher levels of customer loyalty.

H9: *Facility image has a direct positive influence on customer loyalty in pickleball facilities.*

H10: *Facility image has a direct positive effect on customer satisfaction in pickleball facilities.*

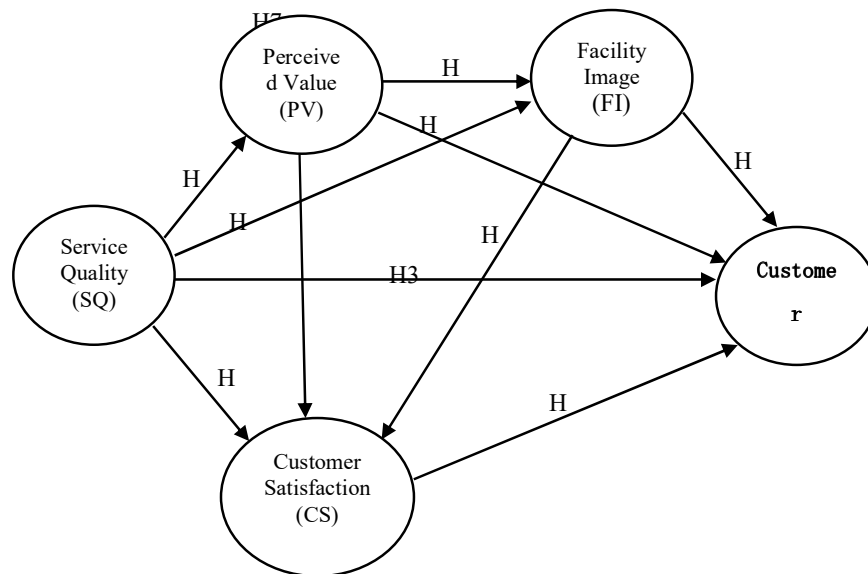


Figure1. The proposed research framework.

Research Instruments

The survey items were adapted from previously validated scales, ensuring a solid foundation for measurement. Certain indicators were customized to suit the case study of pickleball players in Ho Chi Minh City, Vietnam, by leveraging existing measures and consulting with pickleball experts in the country. The service quality questions are designed based on the components introduced by Wu and Ai (2016). Questions are taken partly from the study by Wu and Ai (2016) and from suggestions after discussion with some pickleball experts in Vietnam. Facility image questions were adapted from Hwang and Lyu's (2015) study, while questions on perceived value, customer satisfaction, and customer loyalty were refined from Hutchinson et al. (2009) with input from pickleball experts in Vietnam. The variables were measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Participants

This study focuses on pickleball players at various pickleball courts across Ho Chi Minh City, Vietnam. With the cooperation and permission of the management, the researcher selected seven private pickleball courts. Participants were informed about the purpose of the study and invited to participate voluntarily, after which on-site surveys were conducted. A total of 556 questionnaires were distributed to pickleball players, of which 46 were excluded due to missing responses, leaving 510 valid surveys for analysis and hypothesis testing. The survey period lasted from June 2024 to September 2024.

Table 1 illustrates that the sample is predominantly male (60.2%), while females constitute 39.8% of respondents. Age distribution analysis reveals that the largest cohort falls within the 22-30 age range, representing 43.1% of participants, followed by individuals aged 31-40, who comprise 25.3%. Smaller proportions are observed among those aged 41-50 (13.1%) and under 22 years (10.2%), with a minimal representation of participants over 50 years old (8.2%). Regarding occupational distribution, 30% identify as office workers, followed by business men at 23.3%. Freelancers make up 12.2%, while students account for 11.4%. Public servants or officials represent a modest 10.4%, with the remaining 12.7% categorized as other. Income analysis indicates that the majority of respondents (38.6%) report monthly earnings between 10 to 20 million VND. The second largest income group, earning between 21 to 30 million VND, constitutes 25.5%, followed by those earning less than 10 million VND at 14.7%. Higher income brackets, specifically 31 to 40 million VND and over 40 million VND, reflect more modest proportions of 13.9% and 7.3%, respectively. Examining playing frequency, the data reveals that 39.6% of respondents engage in the activity 1 to 2 times per week, while 34.1% play 3 to 4 times weekly. A smaller segment, 18%, plays 4 to 5 times, with only 8.2% participating more than 5 times per week. In terms of proximity to the court, the majority (61.2%) reside within 5 km, 31.2% within 5-10 km, and only 7.6% are located beyond 10 km.

Table 1. Characteristics of pickleball player

Category	Classification	Frequency	Percent (%)
Gender	Male	307	60.2
	Female	203	39.8
Age (Year)	Less than 22	52	10.2
	Từ 22-30	220	43.1
	Từ 31-40	129	25.3
	Từ 41-50	67	13.1
	Trên 50	42	8.2
Occupation type	Student	58	11.4
	Office worker	153	30
	Business men	119	23.3
	Freelancer	62	12.2
	Public servant/ Official	53	10.4
	Other	65	12.7
Monthly Income (million VND)	Less than 10	75	14.7
	From 10 to 20	197	38.6
	From 21 to 30	130	25.5
	From 31 to 40	71	13.9
	Over 40	37	7.3
Pickleball playing frequency (times per week)	1-2	202	39.6
	3-4	174	34.1
	4-5	92	18
	> 5	42	8.2
Distance of pickleball court (km)	< 5	312	61.2
	5-10	159	31.2
	>10	39	7.6

Results

Empirical Results and Discussions

The findings indicate high levels of reliability and convergent validity (see Table 2). Each of these constructs meets or exceeds the required thresholds across Cronbach's Alpha, ρ_A , Composite Reliability, and AVE, suggesting that these factors are robustly and accurately represented within the model. As a result, the constructs can reliably support the evaluation of customer loyalty factors within the context of pickleball facilities. For SQ, while the reliability indicators are notably high (Cronbach's Alpha = 0.912, Composite Reliability = 0.926), the AVE value of 0.511, though adequate, suggests that this construct may require refinement to achieve stronger convergent validity. This slight discrepancy could indicate that certain indicators contribute less effectively to the SQ construct. Examining and possibly refining the indicators for SQ could enhance the construct's overall representational accuracy. These results provide strong evidence of the model's reliability and validity, particularly for CS, FI, CL, and PV. The adequate AVE for SQ, although sufficient, indicates that refinements could further improve its validity. Nonetheless, the high levels of reliability across the constructs provide confidence in the measurement model's capacity to support further analysis, such as testing the relationships hypothesized between service quality, perceived value, facility image, customer satisfaction, and customer loyalty.

Table 2. Analysis of Reliability and Validity

	Cronbach's Alpha	ρ_A	Composite Reliability	Average Variance Extracted (AVE)
CS	0.873	0.873	0.922	0.798
FI	0.914	0.914	0.939	0.794
CL	0.907	0.908	0.942	0.844
PV	0.917	0.919	0.942	0.802
SQ	0.912	0.915	0.926	0.511

Note: Service Quality (SQ), Customer Satisfaction (CS), Facility Image (FI), and Perceived Value (PV).

Customer Loyalty (CL)

The analysis of the discriminant validity using the Fornell-Larcker criterion generally supports the distinctiveness of the constructs in the model, with one notable exception (Table 3). The constructs demonstrate satisfactory discriminant validity, as each construct's square root of AVE is greater than its correlations with other constructs. This indicates that these constructs are measuring distinct concepts within the model and thus support the validity of the hypothesized relationships in the structural model. However, SQ presents a potential issue, as its square root of AVE (0.715) is only marginally above its correlation with CL (0.700). This close relationship suggests that SQ and CL may share conceptual similarities or that some indicators within SQ could also be capturing aspects of CL, leading to an overlap in measurement. This finding implies that these two constructs might not be entirely distinct in this model. To improve discriminant validity, it may be beneficial to revise the SQ indicators to more precisely capture the unique aspects of service quality in pickleball facilities. Most constructs in this study exhibit strong discriminant validity, supporting their distinctiveness. However, the potential overlap between service quality and customer loyalty warrants further examination. Adjusting or refining the indicators within these constructs may enhance the model's overall validity and provide a clearer representation of the relationships among the key factors impacting customer loyalty.

Table 3. Discrimination results

	CS	FI	CL	PV	SQ
CS	0.893				
FI	0.657	0.891			
CL	0.719	0.640	0.919		
PV	0.603	0.695	0.568	0.895	
SQ	0.664	0.588	0.700	0.549	0.715

Note: Service Quality (SQ), Customer Satisfaction (CS), Facility Image (FI), and Perceived Value (PV).

Customer Loyalty (CL)

The VIF analysis confirms that multicollinearity is not a concern in this model (Table 4). All VIF values are well below the conventional thresholds of 3 or 5, indicating that each construct contributes uniquely and independently. This lack of multicollinearity enhances the robustness and interpretability of the regression coefficients, as each construct's effect on the dependent variables can be evaluated without concerns of inflated variance due to overlap among predictors. The consistently low VIF values across constructs (ranging from 1.000 to 2.410) suggest that each predictor contributes uniquely, reducing redundancy and supporting the model's overall clarity and reliability. This allows for a clear interpretation of how service quality, perceived

value, facility image, and customer satisfaction influence customer loyalty without concerns of multicollinearity impacting these relationships. Constructs such as facility image and perceived value display the highest VIF values, particularly when predicting customer loyalty and customer satisfaction. However, even these values remain below 3, confirming that each construct independently influences the outcomes without significant overlap in explanatory variance. This independence among constructs strengthens the validity of each variable's role in the model, providing a more precise understanding of their effects on customer loyalty. The low multicollinearity indicated by the VIF values ensures that the model remains stable, with reliable estimates for each predictor's influence on the outcomes. This stability is essential for accurately testing the proposed hypotheses regarding the relationships between service quality, perceived value, facility image, customer satisfaction, and customer loyalty.

Table 4. Analysis of Variance Inflation Factor (VIF) Results

	CS	FI	CL	PV	SQ
CS			2.298		
FI	2.194		2.410		
CL					
PV	2.055	1.432	2.128		
SQ	1.623	1.432	1.964	1.000	

Note: Service Quality (SQ), Customer Satisfaction (CS), Facility Image (FI), and Perceived Value (PV).

Customer Loyalty (CL)

The model fit statistics provide strong support for the adequacy and validity of the hypothesized model. The SRMR value of 0.039 for both the Saturated and Estimated Models is particularly noteworthy, as it is significantly below the 0.08 threshold, suggesting minimal residuals and indicating an excellent fit between the observed and predicted relationships. This excellent SRMR reinforces that the structural paths in the model are well-specified and accurately capture the associations among service quality, perceived value, facility image, customer satisfaction, and customer loyalty.

The **d_ULS** and **d_G** values (0.536 and 0.308, respectively) further confirm the model's goodness-of-fit. These low discrepancy values suggest that the model structure is appropriate, with minimal misalignment between the data and the hypothesized constructs. The consistency of these values across both the Saturated and Estimated Models indicates that the relationships among constructs are robust and well-represented in the model. **Chi-Square** is relatively high at 926.385, which might suggest a moderate fit if viewed in isolation. However, given the sensitivity of chi-square to large sample sizes, this metric alone is not a definitive measure of fit in PLS-SEM. The excellent SRMR, **d_ULS**, and **d_G** values provide more reliable evidence of the model's adequacy, despite the chi-square statistic. The **Normed Fit Index (NFI)** of 0.901 meets the acceptable threshold of 0.90, further supporting the model's goodness-of-fit. This high NFI value implies that the proposed model significantly improves fit compared to a null model, suggesting that the model's structure is well-suited to explain the variance in the data.

Table 5. Analysis of Model Fit

	Saturated Model	Estimated Model
SRMR	0.039	0.039
d_ULS	0.536	0.536
d_G	0.308	0.308
Chi-Square	926.385	926.385
NFI	0.901	0.901

The results of the path analysis indicate several key insights into the factors influencing customer loyalty and satisfaction in sports facilities (Table 6). Service Quality demonstrates significant positive effects on customer satisfaction, facility image, perceived value, and customer loyalty. The strength of these relationships underscores the critical role that service quality plays in shaping customer experiences and perceptions. This finding highlights the importance of maintaining high service standards in promoting both loyalty and a favorable facility image. perceived value significantly impacts customer satisfaction and facility image, which in turn influence customer loyalty. However, perceived value does not have a significant direct effect on customer loyalty, indicating its role as an indirect influencer in the model. This suggests that facilities should focus on enhancing perceived value to boost customer satisfaction and improve the facility's image, which then leads to loyalty. Customer satisfaction has a strong direct impact on customer loyalty, indicating that satisfied customers are more likely to remain loyal. Satisfaction also mediates the effects of facility image, service quality, and perceived value on customer loyalty, reinforcing its central role in the model. Efforts to enhance customer

satisfaction, therefore, are likely to yield significant loyalty benefits. Facility image directly influences both customer satisfaction and customer loyalty, albeit to a lesser extent than service quality and customer satisfaction. This indicates that while the image of the facility contributes to loyalty, it plays a more substantial role through its impact on customer satisfaction. Facilities can benefit from building a strong image, as it indirectly supports loyalty by enhancing satisfaction.

Table 6. Analysis of Path Coefficients and Significance Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ($ O/STDEV $)	P-values
CS → CL	0.348	0.346	0.047	7.342	0.000
FI → CS	0.307	0.307	0.051	6.016	0.000
FI → CL	0.179	0.180	0.048	3.754	0.000
PV → CS	0.178	0.177	0.043	4.172	0.000
PV → FI	0.533	0.532	0.044	12.015	0.000
PV → CL	0.049	0.047	0.040	1.218	0.223
SQ → CS	0.385	0.386	0.054	7.199	0.000
SQ → FI	0.295	0.296	0.049	6.079	0.000
SQ → CL	0.336	0.339	0.051	6.591	0.000
SQ → PV	0.549	0.550	0.042	13.217	0.000

Note: Service Quality (SQ), Customer Satisfaction (CS), Facility Image (FI), and Perceived Value (PV), Customer Loyalty (CL)

Conclusions

This study provides valuable insights into the factors driving customer loyalty within sports facilities, particularly highlighting the roles of service quality, customer satisfaction, facility image, and perceived value. The findings indicate that service quality and customer satisfaction are the primary determinants of customer loyalty, underscoring the importance of delivering high-quality services and fostering satisfaction to retain customers. The direct and significant impact of service quality on both customer satisfaction and customer loyalty confirms that consistent, high-standard service offerings are essential in establishing loyalty in sports facilities. Perceived value, while not a direct predictor of customer loyalty, plays an essential role as an indirect influencer, enhancing both customer satisfaction and facility image. These relationships suggest that facilities aiming to improve customer loyalty should focus on increasing the perceived value of their services by offering competitive pricing, flexible memberships, or added benefits that enhance the customer's experience. Similarly, facility image contributes to loyalty indirectly, as a positive reputation bolsters customer satisfaction and influences loyalty.

This study reinforces that loyalty in sports facilities is best achieved by maintaining high service standards, actively managing customer satisfaction, and enhancing the perceived value and image of the facility. These findings offer practical guidance for facility managers and stakeholders, suggesting that investments in quality and customer experience initiatives will likely yield the most significant loyalty benefits. Future research could expand on these insights by exploring additional factors, such as social influence or customer engagement, to develop a more comprehensive understanding of loyalty in the sports facility sector.

While this study offers valuable insights into the factors influencing customer loyalty in sports facilities, it is important to acknowledge certain limitations. First, the data collection was limited to a specific region and customer base, which may affect the generalizability of the findings. Future research could expand this study to include diverse geographic locations and different types of sports facilities, which may reveal variations in loyalty drivers across cultural or demographic contexts. Second, this study primarily focused on service quality, customer satisfaction, facility image, and perceived value as predictors of customer loyalty. While these constructs provide a strong foundation for understanding loyalty, other factors, such as social influence, customer engagement, and brand loyalty, could further enrich the model. Future research should consider incorporating these additional variables to develop a more comprehensive framework for predicting customer loyalty in sports settings. Third, this research employed a cross-sectional design, capturing customer perceptions at a single point in time. This approach limits the ability to observe changes in loyalty drivers over time. Longitudinal studies could provide insights into how customer loyalty evolves, particularly in response to changes in service quality or facility image. Such studies would offer a deeper understanding of the dynamics of customer loyalty, allowing sports facilities to adapt their strategies effectively. Finally, the reliance on self-reported data may introduce response biases, as customers may overestimate their satisfaction or loyalty. Future research could address this by incorporating behavioral data, such as visit frequency or retention rates, to validate self-reported measures of loyalty. By combining subjective and objective data, future studies could provide a more nuanced understanding of the factors driving customer loyalty in sports facilities.

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