

**THE INFLUENCE OF THE CONSTRUCTS 'PERCEIVED QUALITY' AND 'TRUST' FOR THE REPURCHASE INTENTION IN THE MARKET OF FITNESS CENTERS IN SOUTHERN BRAZIL**

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Não se aplica.

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#### **Introdução**

With this growth trend, Brazil is likely to be one of the countries with the largest number of fitness centers. It currently has the second-largest market of gyms in number of units (with almost 35,000, behind only the United States with almost 39,000); ranks fourth in number of members (9,6 million), and twelfth in revenue (US\$2.1 billion), according to the IHRSA Report (2018). From this perspective, this study aimed to identify the influence of customers' perception of quality and trust on the intention to repurchase new memberships at a fitness center in the city of Ivoti in Southern Brazil

#### **Problema de Pesquisa e Objetivo**

What is the influence of perceived quality and trust in the repurchase intention by gym users in the city of Ivoti in Southern Brazil? Specifically, the objectives were as follows: a) to identify the influence of perceived quality in the repurchase intention; b) to identify the influence of trust in the repurchase intention, and c) to identify the influence of trust in perceived quality.

#### **Fundamentação Teórica**

The studies addressing these antecedent constructs as 'trust' were more focused on the issue of loyalty. Some authors, who reported the construct 'trust,' consider it to be a key element in achieving successful relationships between company and customers (Morgan & Hunt, 1994). However, studies about the construct 'perceived quality' mentioned a significant positive impact on trust and emotional commitment, showing the importance of quality to build more lasting and relationships with the clients (Agustin & Singh, 2005; Sirdeshmukh, Sing, & Sabol, 2002; Hennig-Thurau, Langer, & Hansen, 2001).

#### **Metodologia**

In light of the objectives proposed, a survey-type study was carried out. For the data collection stage of the research, the non-probabilistic sampling technique was used, where the researcher can select the sample based on convenience. A sample with 193 respondents who were members/customers of three gyms in a small town of southern Brazil participated in the study. The statistical technique used was the Structural Equation Modeling (SEM), through which the conceptual model was tested.

#### **Análise dos Resultados**

The results indicated a good model adjustment according to what is proposed in the literature. Moreover, the perceived quality and trust positively influence repurchase intention. There was a positive relationship between trust and perceived quality by members/customers. In this assertion, the results suggest that perceived quality and trust should be worked effectively in this segment since they lead to a greater repurchase intention.

#### **Conclusão**

In the case of the construct 'perceived quality,' the customers are very attentive to details in the gym. The data analysis found that, consequently, these aspects lead the customer to stay longer and to repurchase the services. The data analysis supported the construct 'trust,' as it was found that the customers feel confident about the results. Moreover, they analyze how the money invested returns to their health and well-being. This construct was closely linked to the repurchase intention.

#### **Referências Bibliográficas**

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