

## **THE INFLUENCE OF PERCEIVED VALUE ON THE CONSTRUCT**

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Não se aplica.

### THE INFLUENCE OF PERCEIVED VALUE ON THE CONSTRUCT

#### **Introdução**

Brazil has ranked in the top ten of the global fitness markets: it remained second in the number of gyms, fourth in the number of customers and tenth in terms of revenue despite a crisis that has strongly affected the production industry in the country as well as the fitness market. Thus, it is believed to be relevant to identify potential differences in the perceived value of the service provided from the clients' point of view, considering that there is a possibility to minimize the high dropout and turnover rates of gyms. This can anticipate and develop strategies to increase customer value

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

Thus, this paper aims to analyze the influence of the value perception on the construct "word of mouth" in the recommendation made by customers of a gym, according to the dimensions of image/reputation, emotional aspects, service, and price.

#### **Fundamentação Teórica**

The customer's value perception is critical when choosing a particular product. According to Zeithaml, Berry, and Parasuraman (1996), value is the consumer global assessment of the usefulness of a product based on the perceptions of what is received and what is given in return. The sense of measuring value perception comes as long as it actually reflects on competitive advantage for companies, both in terms of customer loyalty and recommendation. This can anticipate and develop strategies to increase customer value perception.

#### **Metodologia**

The sample was not probabilistic by convenience. A survey was carried out with 123 respondents. The statistical technique used was Structural Equation Modeling (SEM), through which the conceptual model was tested.

#### **Análise dos Resultados**

Results show the main variables of value perception and dimensions that positively influence the recommendation intention, highlighting the gym image/reputation dimension. The analysis of the construct "word of mouth" proved to be of great value to the gym, as it can evaluate the perception of its customers and the intention of recommendation regarding the services provided, thus improving the quality of its strategies

#### **Conclusão**

The results show that the dimensions of service (emotional aspects, image/reputation, and price) are related to word of mouth, thus positively influencing the customers' behavior. The dimension of image and reputation was emphasized when compared to the others, having a higher coefficient value. The analysis of the construct "word of mouth" proved to be of great value to the gym. This research allowed them to evaluate the perception of its customers and the intention of recommendation regarding the services provided and to improve the quality of its strategies for the services.

#### **Referências Bibliográficas**

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