

58 - PERCEPTION OF CLIENTS OF GYMNASTICS ACADEMIES IN RELATION TO THE PHYSICAL EDUCATION PROFESSIONAL

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INTRODUCTION

Considered a recent profession, the performance of physical education professionals in gyms, along with other health services, was pointed out at the end of the decade of 1990 as one of the sectors that would most develop during the twentieth century and tends to maintain this Ascension during the 21st century, (HARTWIG, 2012).

As well as the rise of the physical education professional, the gymnastics academies became prominent spaces in the current society, whether for the cult of the body, due to the legitimated search for socially idealized bodily forms, or for the maintenance or Improvement in quality of life (JUNIOR, 2015).

Therefore, a gym sells something other than a perfect body, it offers services for those who cringe quality of life and even social relationships. The academies were no longer sought only by young men and women in search of a perfect body, but rather by people who are in charge of health (BAYER, CARLINI, 2010).

In this context, it is necessary specific and advanced knowledge in the prescription of exercises for the different publics, because the prescription made in a mistaken way and without knowledge can bring harm to the individual instead of benefiting him (GUEDES, GUEDES, 1995).

The physical education professional became a service provider, being extremely important that he act and think with dynamism, have ideas, attitudes directed to his focus of action through a differentiated behavior, considering that he sells a Service that will affect multiple dimensions of the individual (CARBONEZI, 2012).

He should be aware of his role, being indispensable that he has knowledge of the development of his students allied to the knowledge pertinent to each one so that he can prepare his classes aiming to provide a more harmonious development (SILVA, DAMATTO; 2018). Thus, there is a need for the physical education professional to go beyond simply executing, because it is not enough to perform the motor gestures, but rather, to give new meanings to the underlying values present the bodily activities and the social Movement and Cultural, (RIBEIRO, DAMATTO; 2018).

In this process of providing services, an important and fundamental factor is customer satisfaction, which consists of the sensation of pleasure or disappointment of a person from the comparison between the perceived performance (or result) of a product in relation to the Expectations (FONSECA, TORRES, 2012).

The search for customer satisfaction is a continuous process and for this it is considered as a basic necessity to the existence of a plan, which enables to know, measure and provide continuous improvements in customer satisfaction, because it is theirs that depends on the survival of the Business (OLIVEIRA, 2005).

In view of the above, the objective of this work was to establish the level of customer satisfaction of gym academies in relation to physical education professionals.

MATERIALAND METHODS

This research is characterized as a cross-sectional study using a quantitative approach.

The sample consisted of 60 volunteers and selected according to the habit of practicing physical exercise in gyms and due to the availability of answering the questionnaires.

For data collection, an online questionnaire was used, using Google Forms as a tool. The questionnaire consisted only of closed questions, which addresses issues inherent in the practice of physical exercises in gymnastics academies and satisfaction with the physical education professional.

The data presentation was performed by means of descriptive statistical analysis, and will be expressed as percentages.

RESULTAND DISCUSSION

Firstly, the sample was characterized according to the time they practiced exercises in gyms. The time distribution was 33.3% of the volunteers practiced exercises between 1 to 6 months, 16.7% from 6 months to 1 year, 10% from 1 year to 2 years, 13.3% from 2 years to 3 years and 26.7% to more than three years.

The weekly frequency was 1.7% for once a week, 5% for twice a week, 23.3% for three times a week, 0% for four times a week, 46.6% for five times a week, 11.7% for six times a week and 11.7% practice physical activity in gyms every day of the week.

Regarding the modalities practiced, we observed that a large part of the volunteers practice bodybuilding, followed by aquatic activities and dance, the other modalities present a lower frequency of participants, as shown in table 1.

TABLE 1: Modalities practiced in gymnastic academies by the group in question.

Mode	Frequency (%)
Bodybuilding	91.7
Aquatic activities	15.0
Dance	15.0
Fights	8.3
CrossFit	8.3
Pilates	6.7
Functional	1.7

Data presented in percentage.

Several reasons can lead individuals to seek the academy. In our research we observed that many seek sports practice for more than one reason. The reasons that most lead individuals to the academy were to remain healthy, followed by muscular strengthening and gaining muscle mass (table 2).

TABLE 2: Motives that led individuals to exercise in gymnastic gyms.

Motives	Frequency (%)
Stay healthy	78.3
Muscular strengthening	60.0
Gain muscle mass	51.7
Have more energy/reduce fatigue	45.0
Decrease stress	41.7
Aesthetic	36.7
Slimming	33.3
Improve Sports Performance	33.3
Weight Maintenance	28.3
Prevention/treatment -diseases/injuries	26.7
Socialization	15.0

Data presented in percentage.

When verifying that the clients are satisfied with the objectives achieved, it was observed that 75% of the clients are satisfied with the results obtained, 21.7% replied ' ' Maybe ' ' and 3.3% of the clients stated not being satisfied with the results. As for the satisfaction regarding the professional performance of physical education, 73.3% affirmed to be satisfied, 23.3% partially satisfied and 3.3% of the clients are not satisfied with the physical education professional. These results indicate that when the client reaches its goal, its satisfaction with the professional is evidenced, in contrast, when the objectives are not achieved, the client presents dissatisfaction with the accompanying professional.

When assessing personal and professional aspects of the conduct of physical education teachers, it was contacted that for a large part of the items questioned, the teachers received a good evaluation (table 3).

TABLE 3: Satisfaction in relation to aspects related to professional performance.

Aspects	1	2	3	4	5
Ethics	3.3%	0%	18.3%	11.6%	66.6%
Attention	1.6%	10%	16.6%	13.3%	58.3%
Service	0%	8.3%	15%	10%	66.6%
Guidance	5%	6.6%	15%	8.3%	65%
Articulation of knowledge to its professional practice	10%	3.3%	16.6%	10%	60%
Patience	6.6%	1.6%	16.6%	11.6%	63.3%
Understanding	1.6%	1.6%	16.6%	16.6%	63.3%
Example	6.6%	5%	11.6%	16.6%	60%
Respect	1.6%	1.6%	11.6%	10%	75%
Dedication	3.3%	1.6%	15%	15%	65%
Encouragement to the student	3.3%	8.3%	10%	8.3%	70%
Content domain	3.3%	5%	16.6%	8.3%	66.6%
Creativity	3.3%	5%	16.6%	15%	60%
Professionalism	1.6%	0%	20%	8.3%	70%
Communication	1.3%	8.3%	11.6%	10%	66.6%

Data presented in percentage. The values from 1 to 5 represent the level of customer satisfaction, where 1 represents dissatisfaction and 5 fully satisfied.

CONCLUSION

Given the results, we can conclude that most of the clients are adherents of the bodybuilding modality, and aim to remain healthy, muscle strengthening and/or gaining muscle mass.

When questioned about the conduct of physical education professionals, we noticed that in all aspects evaluated, the professionals obtained higher frequency of maximum grades, that is, most of the clients are fully satisfied with the performance of the accompanying professional.

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PERCEPTION OF CLIENTS OF GYMNASICS ACADEMIES IN RELATION TO THE PHYSICAL EDUCATION PROFESSIONAL

Abstract

The physical education professional has become a service provider, considering that in the current society the culture of the body is expressed increasingly strong in the multiple issues inherent to it, thus being extremely important that the professionals are Qualified to provide a quality service, since this product will return customer satisfaction, consequently its future professional in this area depended on this relationship. The objective of this work was to establish the level of customer satisfaction of gym academies in relation to physical education professionals. The present study presents a transversal character with a quantitative approach. 60 volunteers participated in this study. To obtain the results was used an online questionnaire developed through a tool of Google Docs. The questionnaire was elaborated with the purpose of addressing issues inherent in the practice of physical exercises in gym academies and satisfaction with the physical education professional. The group in question expressed a higher percentage satisfied with the results achieved, the largest percentiles were also established for the aspects inherent to the performance of the physical education professional. It is concluded that the clients are satisfied with the performance of the physical education professional, a reflection of satisfaction in relation to the successful goals.

Keywords: Physical Education Professional, Satisfaction

PERCEPTION DES CLIENTS DES ACADEMIES DE GYMNASTIQUE PAR RAPPORT À ÉDUCATION PHYSIQUE

Sommaire

Le professionnel de l'éducation physique est devenu un prestataire de services, considérant que dans la société actuelle la culture du corps est exprimée de plus en plus fort. Dans ce domaine dépendait de cette relation. L'objectif de ce travail était d'établir le niveau de satisfaction des clients des académies de gym par rapport aux professionnels de l'éducation physique. La présente étude présente un caractère transversal avec une approche quantitative. 60 bénévoles ont participé à cette étude. Pour obtenir les résultats a été utilisé un questionnaire en ligne développé par un outil de Google docs. Le questionnaire a été élaboré dans le but d'aborder les questions inhérentes à la pratique des exercices physiques dans les académies de gym et la satisfaction du professionnel de l'éducation physique. Le groupe en question a exprimé un pourcentage plus élevé satisfait des résultats obtenus, les plus grands percentiles ont également été établis pour les aspects inhérents à la performance du professionnel de l'éducation physique. Il est conclu que les clients sont satisfaits de la performance du professionnel de l'éducation physique, un reflet de la satisfaction par rapport aux objectifs réussis.

Mots-clés : professionnel d'éducation physique, satisfaction

PERCEPCIÓN DE LOS CLIENTES DE LAS ACADEMIAS DE GIMNASIA EM RELACIÓN COM LA EDUCACIÓN

FÍSICA

Resumen

El profesional de la educación física se convirtió en un proveedor de servicios, teniendo en cuenta que en la sociedad actual la cultura del cuerpo se expresa cada vez más fuerte en múltiples problemas inherentes a la misma, por lo que es extremadamente importante que los profesionales sean capaces de ofrecer un servicio de calidad, ya que este producto será devuelto a la satisfacción del cliente, por lo tanto, su futuro profesional en esta área dependió de esta relación. El objetivo de este trabajo fue establecer el nivel de satisfacción del cliente de las academias de gimnasia en relación con los profesionales de la educación física. El presente estudio presenta un carácter transversal con un enfoque cuantitativo. 60 voluntarios participaron en este estudio. Para obtener los resultados se usó un cuestionario en línea desarrollado a través de una herramienta de Google Docs. El cuestionario fue elaborado con el propósito de abordar cuestiones inherentes a la práctica de ejercicios físicos en academias de gimnasia y satisfacción con el profesional de la educación física. El grupo en cuestión expresó un porcentaje mayor satisfecho con los resultados obtenidos, se establecieron también los mayores percentiles para los aspectos inherentes al desempeño del profesional de la educación física. Se concluye que los clientes están satisfechos con el desempeño del profesional de la educación física, un reflejo de satisfacción en relación a los objetivos exitosos.

Palabras clave: profesional de la educación física, satisfacción

PERCEPÇÃO DE CLIENTES DE ACADEMIAS DE GINÁSTICA EM RELAÇÃO AO PROFISSIONAL DE EDUCAÇÃO FÍSICA

Resumo

O profissional de Educação Física se tornou um prestador de serviços, considerando que na atual sociedade a cultura do corpo se expressa cada vez mais forte nas múltiplas questões inerentes ao mesmo, sendo assim, de extrema importância que os profissionais estejam capacitados a prestar um serviço de qualidade, visto que esse produto terá como retorno a satisfação dos clientes, consequentemente seu futuro profissional nessa área dependerá desse relacionamento. Objetivou-se com este trabalho estabelecer o nível de satisfação de clientes de academias de ginástica em relação aos profissionais de Educação Física. O presente estudo apresenta um caráter transversal e com uma abordagem quantitativa. Participaram desse estudo 60 voluntários. Para obtenção dos resultados foi utilizado um questionário online desenvolvido por meio de uma ferramenta do Google Docs. O questionário foi elaborado com intuito de abordar questões inerentes a prática de exercícios físicos em academias de ginástica e a satisfação quanto ao profissional de Educação Física. O grupo em questão expressou-se em maior porcentagem satisfeito com os resultados alcançados, os maiores percentis também foram estabelecidos para os aspectos inerentes a atuação do profissional de Educação Física. Conclui-se que os clientes estão satisfeitos com a atuação do profissional de Educação Física, um reflexo da satisfação em relação aos objetivos bem-sucedidos.

Palavras chave: Profissional de Educação Física, Satisfação.