

# Developmental Approach Quality of Swimming Pool Thupatemi Stadium Bangkok

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**Abstract**—Studying The development of the service quality of the Ruan Nil Pool (Dhummei) is to study the quality of services and the satisfaction of the service provided by the pool users. The sample size was 300 persons. The data were collected by questionnaires and analyzed using percentage, mean, ANOVA / T-test and Regression. The results showed that most respondents were female between 31-40 years old. Year of graduation Bachelor or equivalent Government / State Enterprises And income between 20,001-30,000 baht. The overall mean of service quality, physical characteristics, and responsiveness. Very high Reliability of trust and trust services. At the moderate level Satisfaction of users is at high level.

Results of the hypothesis testing of personal factors in educational level. The difference in occupational income and income per month was found to be related to the satisfaction of the service of the different swimming pool. For personal reasons, gender And age difference The results showed that the satisfaction of service of swimming pool Thupatemi Stadium Bangkok was not different. And the quality of services provided by the staff of the swimming pool is a pleasure to serve. Influence of satisfaction on service of Roundup Pool Thupatemi Stadium at significance level of 0.05.

Suggestions From the study, entrepreneurs should focus on providing equipment and facilities within the pool. To provide sufficient amount of service. To train the staff to have knowledge and experience, to provide good service, friendly and safe system to ensure the service.

**Keywords:** Developmental, Quality, Swimming, Stadium

## I. INTRODUCTION

Health is the key to quality living and health. Currently, many physicians use exercise instead of traditional medicine, such as medicine and surgery. A well-controlled exercise can reduce problems and improve many physical conditions. Swimming for health Aerobic exercise Helps circulatory system work better. Help burn fat lose weight continuous swimming 15-20 minutes is useful to help keep the heart healthy. Blood circulation and blood circulation. Helps lower blood pressure. Tighten the muscles Swimming helps to strengthen and strengthen muscles. Swimming can burn more fat. Preservation of joints does not cause injury to the joints. Swimming is suitable for people with arthritis or osteoarthritis. Because the joint management. It helps reduce

joint pain. Osteoporosis is recommended for people with osteoporosis. Regular swimming along with jogging or jumping. Allows the body to be flexible. Swimming is ideal for 40-year-olds.

It helps the body to elasticity, repel the stiffness of the muscles. When older The joints will stick together. The swimmer keeps the joints separated from each other. Strain Water helps refresh. Close your eyes and listen to the sound of the water to the edge of the pool, it makes the mind fresh. When swimming, relax by floating in the water. It will be up from the pool with a refreshing refreshment. Swimming is an activity that brings together people to talk. To create a good relationship. The swimming pool is available at the pool, which is available at different pools. The base is providing quality services.

For the reasons mentioned above, the researcher needs to study the development of the quality of the service of swimming pool and swimming pool Thupatemi Stadium to bring the results of the study to improve and improve the quality. The service to meet the needs of more users..

## II. PURPOSE OF STUDY

- To study the quality of the service of swimming pool Thupatemi Stadium
- To study the satisfaction of the service of the swimming pool.

## III. SCOPE OF RESEARCH

- Parasuraman theory is based on physical qualities. Quality of service reliability Quality of service response. Quality of trust Quality of mind and satisfaction.
- The population of the study was 300 rattan pool Thupatemi Stadium.

## IV. THE BENEFITS OF THE STUDY

- To know the quality of the service pool of Thupatemi Stadium
- Make sure you are satisfied with the service of swimming pool and sauna. Thupatemi Stadium
- The results of the study can be used to improve and improve the service quality of Rowan Nil Pool.

## V. ASSUMPTIONS OF THE STUDY

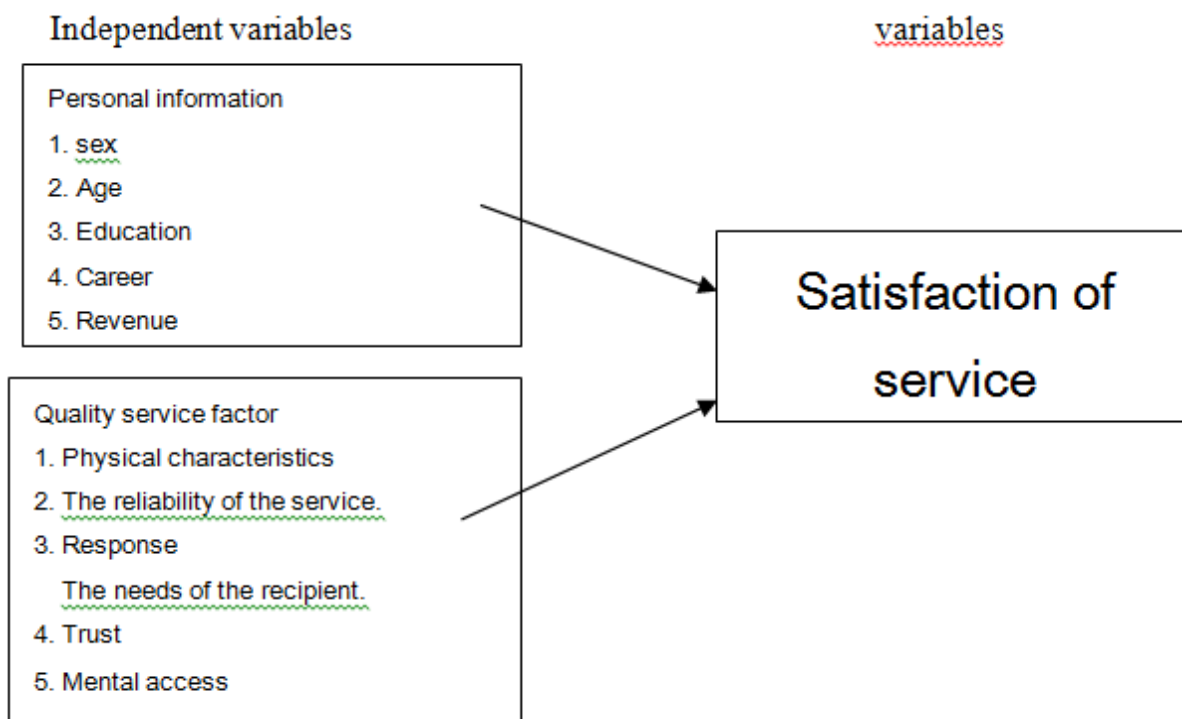
- The different personal factors affect the satisfaction of the service of the different swimming pool.
- Quality of service factors influenced satisfaction of the service of Ruan Nil Pool (Dhummei).

## VI. THEORETICAL CONCEPTS AND RELATED LITERATURE

Quality of service Parasuraman et al. (1988). The service received was an in-depth assessment of the experience gained

from using the service. The service quality assessment process can be said to be similar to a non-specific general appraisal of a particular type of product. The level of service received is derived from the delivery of the service in relation to the communication that the service provider sends to the customer (External Communication to Customer). Provides services and communications, so service providers must minimize the gaps associated with the services they receive.

## VII. CONCEPTUAL FRAMEWORK



## VIII. RESEARCH MYTHOLOGY

Use quantitative research and use questionnaires as tools. In the collection of data for 300 rattan pool (Dhummethay) users

## IX. DATA COLLECTION METHOD

- Data collected from Studying from various sources, including textbooks.
- And other research findings. associated
- Information obtained from Responding Of the target audience and
- Recover Complete the check. To ensure that the questionnaire is complete and can be analyzed for further information.

## X. DATA ANALYSIS

Processed data from the questionnaire by computer program by Percentage and Mean. Microsoft Excel, a program for pie chart and bar chart. Describe the result. The results from the chart are presented for analysis of the

variables.

## XI. REVIEWS ON THE QUALITY OF CUSTOMER SERVICE

Physical characteristics The overall average of customer service levels Very high The customers of the Ruannual Pool (Thupaeyai) are featured on the physical level at a very high level. 4 items include swimming pool with facilities. The pool is fully equipped. The swimming pool is secure and the pool is clean.

Service reliability The overall average of customer service levels At the moderate level The customers of the swimming pool Reliance Sun (Dharma Bay), the importance of reliability. In the medium level, 4 items consist of staff with good teaching skills, knowledgeable staff. Understanding swimming instruction The staff is well-trained and knowledgeable in the care of the pool.

To meet the needs. Found that the overall average level of customer service Get in on a very high level. The customers of the Pool Villa (Thuppai Dam) pay attention to the high level of satisfaction that the number of staff in the pool is sufficient.

Trust The overall average of customer service levels At the moderate level The customers of the swimming pool Reliance (Dhummei) to focus on trust. The average level of 3 items is that the number of staff in the pool is equal to the standard of service, staff are knowledgeable about the pool and staff of the pool are polite.

Mental access The overall average of customer service levels Mental access At the moderate level The customers of the swimming pool Reliance (Dhummei) focus on the mind. The pool staff are happy to provide the services and care of the pool staff.

## XII. THE RESULTS OF THE STUDY ON THE SATISFACTION OF THE USERS OF THE ROUNDUP POOL

It was found that the average level of satisfaction of the users of the pool and the pool was high. The customer of the Ruan Pool Pool (Thuppai Dam) is very important to the physical characteristics of a large scale. The importance of the physical characteristics of the 9 items is the safety of the pool. The staff of the pool is sufficient. The staff of the pool is ready to serve. The staff of the pool is very friendly and has a clear swimming pool zone. Pool style is responsive to the needs. Safety and care of the pool. The cleanliness of the pool and the surrounding area, and the comfort of the pool location.

## XIII. HYPOTHESIS TESTING RESULTS

Based on the hypothesis test 1, the results showed that customers with different levels of education, occupation and income per month had the satisfaction of serving in the pool. The difference. For personal reasons, gender And different age. The results showed that the satisfaction of service of swimming pool and nil (Thuppae) was not different.

From the test of hypothesis 2, the results of the test with the regression coefficient at significance level 0.05, it was found that the service quality factors influencing the satisfaction of the service of Rowan Pool (Dhakti) The staff of the swimming pool was happy to provide the service with a Sig value of 0.033.

## XIV. DISCUSSIONS

Physical characteristics The overall average of physical characteristics was at a high level, including swimming pool facilities. Fully equipped And secure (2551BC) studied the quality of service of the sports center, swimming pool Chiangmai 700th Anniversary Sports Festival At the high level, the importance of safety, regulations, rules and regulations for use of the Sports Center. And the facilities.

Reliability The overall mean of reliability was found to be moderate in quality, including competent teaching staff and an in-depth understanding of swimming instruction. This is in line with Jintana Uthumporn (2551BC). The study of efficiency of the service of Ayutthaya Sports Stadium in

Phranakhon Si Ayutthaya Provincial Administrative Organization. The service of the Provincial Administration Organization. The average level of knowledge was knowledgeable. Skills in exercise and sports in the service of the people as well.

The response to the needs of the service. It was found that the overall average of the respondents' needs was at a high level, including the number of staff at the pool. (2551BC) studied the quality of service of the sports center, swimming pool Chiangmai 700th Anniversary Olympic Games At the high level, the appropriateness of the number of service employees.

Trust The overall average level of trust was moderate, with pool staff having equal service standards and knowledge of the pool. This is in line with Jintana Uthumporn (2551BC). The study of efficiency of the service of Ayutthaya Sports Stadium in Phranakhon Si Ayutthaya Provincial Administrative Organization. Understanding the operation of the Provincial Administration Organization. At the moderate level, the policy was set up in the management of Phranakhon Si Ayutthaya Sports Stadium. Clear and trained. Develop staff to be proficient in the job. Assigned

Mental access The overall average of psychic accessibility was moderate, including pool staff were happy to provide services. (2551BC) studied the quality of service of the sports center, swimming pool The 700-year-old Chiangmai Sports Festival will be held at the moderate level.

## XV. SUGGESTIONS FROM THE STUDY RESULTS

- Physical aspect. Entrepreneurs should focus on facilities. Complete equipment in the pool. And the safety of the pool.
- The reliability of the service. Entrepreneurs should focus on training staff knowledge and experience in swimming instruction.
- Responsiveness The entrepreneur should give priority. The number of staff required is sufficient for the pool service.
- The trust. Operators should give priority to service standards. Do not discriminate or care for any special service. And training with the staff about the pool.
- Access to service providers. The entrepreneur should give priority. The mental service of the staff.

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