

National Cheng Kung University
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Customer Dissatisfaction: A Study of Personal Trainers



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Qualitative Research Methods

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CHAPTER ONE

INTRODUCTION

1.1 Research Background and Motivation.

The people prioritizing their health and fitness, particularly in relation to exercise and gym attendance, is influenced by various factors highlighted in the literature. Studies have shown a growing interest among people in engaging in physical activities such as strength training and exercise programs (Wang et al., 2022). The increasing accessibility of commercial gyms has provided people with opportunities to adopt healthier lifestyle habits and improve their physical and mental well-being (Wang et al., 2022). Additionally, strategies such as incorporating physical activity into social gatherings and promoting positive gym cultures have been identified as effective ways to encourage people to engage in regular exercise (Leu et al., 2022).

Customer dissatisfaction in personal training is a crucial aspect that can significantly impact the success and retention of clients. Research indicates that dissatisfaction in service encounters is a strong predictor of negative outcomes such as word-of-mouth, complaint behavior, and customer switching (Bougie et al., 2003). Understanding the drivers of dissatisfaction and the impact it has on customer behavior is crucial for service providers, including personal trainers, to maintain a sustainable business (Kim et al., 2017). Furthermore, the role of customer satisfaction and dissatisfaction in influencing customer loyalty and retention has been a subject of interest, particularly in industries with low capital intensity and lower competitive intensity (Malshe et al., 2020).

remove for final project

1.2 Confidentiality.

This research is conducted as part of the National Cheng Kung University Qualitative Research Methods course requirement. All individual information acquired throughout the research will be kept confidential, and no third parties will have access to the information. We designed to conduct our research project in a way with the ethical principle of not causing harm. We concealed the respondents' name and their country, and every name which was mentioned during the interviews. We also informed all the respondents about our confidential policy before the interviews. Only aggregated research results will be released to the public.

Yes - this is all much focused

What, though, is the motivation?

Dissatisfaction is important - but you need to show we *lack* understanding of this in the context of personal trainers

CHAPTER TWO LITERATURE REVIEW

2.1 Definition of Personal Trainers.

A personal trainer is a professional who plays a crucial role in promoting physical activity adherence and supporting clients in achieving their fitness goals (Bennie et al., 2017). Personal trainers are often seen as intermediaries between clients' personal objectives and broader public health agendas (DeMartini & Willett, 2022). They are well-positioned to provide guidance on everyday activities, offer security, and motivate clients to stay engaged in exercise routines (Giubilini & Clarke, 2015). Additionally, personal trainers are instrumental in keeping clients motivated during workout sessions (Park et al., 2022). Good

The qualifications and competencies required for personal trainers vary depending on the demands of the labor market and the specific needs of clients (Leśniewska & Stosik, 2016). It is essential for personal trainers to possess a combination of technical knowledge, teaching effectiveness, and competency-based selection to excel in their roles (Brinia & Kritikos, 2012). The credibility of personal trainers is paramount, especially in corporate training settings, where their qualifications and cultural values can impact the effectiveness of training programs (Hassi et al., 2011). Moreover, the personal characteristics of trainers, such as charisma and credibility, have been identified as factors that can enhance the effectiveness of training interventions (Boyd et al., 2017).

The relationship between the trainer and the client is pivotal in determining satisfaction levels (Park & Lee, 2023). Trainers who exhibit high levels of competence, empathy, and professionalism are more likely to create a positive training experience for their clients, leading to higher satisfaction levels (Park et al., 2022). The competence and readiness of trainers significantly impact the effectiveness of training programs. Trainers who are well-prepared, knowledgeable, and empathetic tend to have a positive influence on trainees' learning experiences and outcomes (Skopinceva, 2017). Ok

2.2 Definition of Customer Dissatisfaction.

Customer dissatisfaction refers to the negative emotional response or displeasure experienced by customers due to a perceived failure in service delivery or product quality (Neira et al., 2010). It can arise from various factors such as service failures, unmet expectations, or poor product performance (Park et al., 2020). Research indicates that customer dissatisfaction can have significant consequences, including sensitizing customers to potential issues with service providers, leading to fears and concerns (Neira et al., 2010). Moreover, dissatisfaction can result in customers rejecting products or services, emphasizing the importance of understanding the impact of service attributes on customer dissatisfaction (Park et al., 2020). Yes - but who defined this originally - old friends count!

Studies have shown that customer dissatisfaction is often more extreme, immediate, and longer-lasting than satisfaction (Che et al., 2021). Dissatisfaction can lead to negative outcomes such as increased customer agitation, which may not directly cause unhappiness but contributes to customer dissatisfaction (Suson, 2023). Furthermore, the failure to address customer dissatisfaction promptly and effectively can result in widespread negative word-of-mouth, damaging the reputation of products and brands (Wu et al., 2015).

Customer dissatisfaction is a critical area of research in understanding consumer behavior and its impact on loyalty and repeat purchase behavior (Simintiras et al., 1997). It is essential for businesses to address dissatisfaction promptly, as unresolved issues can lead to negative consequences such as complaints, negative word-of-mouth, and even supplier changes (Ammari et al., 2021). Understanding the factors that contribute to customer dissatisfaction, such as service quality, cleanliness, and service delivery, is crucial for businesses to improve customer satisfaction and loyalty (Chittiprolu et al., 2021).

2.3 Research Gap and Contributions.

There is a lack of research and don't have much understanding of customer dissatisfaction, especially in fitness firms. While customer satisfaction is traditionally a focal point in service industries, understanding dissatisfaction can provide unique insights. Bougie et al. (2003) emphasize the importance of studying dissatisfaction's impact on customer behavior, highlighting the need for more research in this area. Customer dissatisfaction has been shown to have a more significant effect on certain outcomes, such as short selling, compared to customer satisfaction (Malshe et al., 2020). This disparity in impact underscores the necessity of investigating dissatisfaction further.

Furthermore, studying customer dissatisfaction in personal trainers can shed light on service quality and customer expectations. Barnes et al. (2019) stress the importance of managing client expectations to ensure safe and effective services, indicating a need to address dissatisfaction proactively.

2.4 Research Question.

What aspects of personal trainers contribute to customer dissatisfaction?

Could focus e.g.,
what aspects of the interactions between personal trainers and their clients lead to reports of dissatisfaction?

CHAPTER THREE METHODOLOGY

method here not methodology

3.1 Method.

The main research method is one-on-one in-depth interviews with the customers who purchased the personal training service. The interviews will be analyzed using qualitative data analysis methods, allowing for a detailed examination derived from participants' responses. Each interview is held around 30-40 minutes to gain in-depth data and will be recorded for transcribing purposes.

Introduce the design here then get into detail

3.2 Sampling.

cannot be made

As the data can not be collected from the entire population and statistical inferences must not be made from the sample, our sampling is purposive sampling under non-population sampling. Based on our research question, we decided to select interviewees who specifically meet the defined criteria to ensure that all interviewees have relevant experiences which will enhance the depth data. Homogenous sampling is the most suitable method. We focus on specific subgroups with similar characteristics. Our criteria of interviewees is an individual who is a customer of a personal trainer service and has trained with a personal trainer more than 5 times continuously and have some dissatisfaction or unhappiness with their personal trainer.

good - yes

5 = five

3.3 Our Interviewees.

ugly table - check formatting

check grammar on this

Interviewee Code	Interviewee Background
01T	The fitness customer trained with a personal trainer for three months, up to three times a week and faced several aspects that made her dissatisfied.
02J	The sporty person has extensive experience hiring personal trainers for various sports, including gym exercise, swimming, tennis, and free-diving. For the gym exercise sessions, she used only two out of the six sessions she purchased due to dissatisfaction with the personal trainer's service. Additionally, she encountered some negative aspects with the free-diving trainer during 6 days of training.
03A	The trainee has rich experiences training with four personal trainers, each with different characteristics, and found that some personal trainers couldn't meet her needs.

Align with your criteria (number them)

04G	The fitness customer trained with a careless personal trainer for six sessions over the course of two months.
05S	The fitness customer trained with a personal trainer three times a week for three months and encountered uncomfortable behavior from the trainer.

In this research paper = redundant
we know it is here!

3.4 Data Analysis.

strategy! In this research paper, we adopt the grounded theory of Strauss and Corbin (2008) as our analysis method. Grounded theory involves the systematic disaggregation of data into units through a process called open coding and the subsequent recognition of relationships between these categories, known as axial coding. From our five interviewees, if an open code was mentioned by three to five participants, we considered it a significant code.

3.4.1 Coding Method.

Theory is here - explain in a little more detail
Memos?

Open coding involves breaking down the collected data into discrete conceptual units, each labeled to reflect its content. This process helps to manage and analyze large amounts of qualitative data by categorizing similar units under the same label. For instance, if several responses in interviews mention "lack of motivation," all such responses will be tagged with the label "motivation issues." This stage ensures that all relevant data points are identified and appropriately categorized, forming the foundational elements for further analysis.

3.4.2 Axial Coding.

Describe process here - perhaps with an example
Leave findings to findings

Axial coding builds on the foundation laid by open coding, focusing on identifying and establishing connections between the categories derived from the data. This stage seeks to understand how different categories relate to one another, potentially forming patterns or themes that provide deeper insights into the research question. In this study, we have identified six primary categories during axial coding, which include:

1. **Customers' reasons to hire a personal trainer:** This category explores the diverse motivations behind individuals seeking personal training services, ranging from concerns about injury prevention to aspirations for specific fitness goals like weight loss or overall health improvement.
2. **Aspects of personal trainers contributing to customer dissatisfaction:** Here, we delve into the various factors that lead to dissatisfaction among clients, such as ineffective communication, perceived lack of expertise, and discomfort stemming from trainer behaviors or attitudes.

3. **Negative effects on service providers from dissatisfied aspects of personal trainers:** This category examines how client dissatisfaction impacts personal trainers and fitness centers, including client attrition, potential reputational damage, and implications for business sustainability.
4. **Direct effects on dissatisfied customers:** Focusing on the immediate consequences for clients, this category explores how dissatisfaction with personal trainers affects their motivation, adherence to training programs, and overall satisfaction with their fitness journey.
5. **Suggestions from customers to service providers to improve fitness and personal trainer services:** Finally, we highlight recommendations from clients aimed at enhancing service quality and customer experience. These suggestions encompass professional communication, ensuring client comfort and safety, and maintaining clear boundaries between personal and professional interactions.



CHAPTER FOUR RESEARCH FINDINGS

4.1 Customers' reason to hire a personal trainer.

Table-1

Axial Code: Customers' reason to hire a personal trainer

Data Excerpts	Idea from transcripts	Idea about properties and dimensions	Open Code	# interviewees mention about this code
01T I also worry that I can hurt myself when using those heavy machines for exercise.	Worry to get hurt from using machines	Customers hire a personal trainer because customers worry that they will get hurt from exercising	Worry to get hurt	4
02J If we do not know how to use a facility, it will harm our body.	Misuse of a facility can harm body			
03A I am afraid that being in the gym will cause me an injury.	afraid to get an injury in the gym			
03A Personal trainers will reduce the risk of injury.	There is a risk to get injury in training			
05S I worried about injuring myself using the heavy equipment.	Worried about getting an injury by using the heavy equipment			
01T He specializes in training women. So, his technique is easier and more suitable for women.	The personal trainer's specialization makes him suitable for female customers.	Personal trainers who have expertise are more advantageous in attracting customers.	Trainer expertise	4
02J (Freediving) He has won a lot of competitions in diving and he is certified in a very high level of diving. So, he is one of the best instructors for freediving that we can find.	Personal trainers who have certifications and have won many competitions are more advantageous in attracting customers.			

03A The third personal trainer I hired is a Crossfit athlete. But the first one I hired is quite special because he is a bodybuilding athlete.	Personal trainers who have an athletic background are more advantageous in attracting customers.			
05S He specialized in bodybuilding. He also qualified by many bodybuilding competitions.	Personal trainers who have specialized in bodybuilding can achieve customers' goals.			
01T Because I don't have experience in training in the gym	Lack of experience in exercise in gym	Customers don't have an experience in exercise in a gym/fitness center	Be a beginner	3
01T because gym they have a lot of machines that I don't familiar with and don't feel comfortable to working with.	Lack of knowledge in using fitness machines			
04G As a beginner, I thought it would be beneficial to have someone guide me through the equipment and help me get started. My goals were to lose 5-10 kilograms and tone my body, particularly my legs and abs.	Want someone to teach a basic knowledge in using equipment			
05S I didn't have experience training in the gym and felt uncomfortable with the machines.	Lack of experience in exercise in gym and knowledge in using fitness machines			
01T My goal in having exercise is actually I want to lose weight and more healthy.	losing weight is a goal in having exercise	A goal in exercise with a personal trainer is to lose weight	Lose weight	3
03A I wanted to be more healthy and <u>to lose weight.</u>	Customer wants to lose weight			
04G I decided to lose weight, which led me to join a gym.	Decided to join a gym to lose weight			
02J Because I don't want to go to the hospital. That's why I can spend more on the fitness center.	Want to be healthier to prevent sickness	A goal in exercise with a personal trainer is to be	Be healthier	3

	which could be costly	healthier		
01T I think exercise will enhance my health.	exercise will enhance my health			
03A I wanted to <u>be more healthy</u> and to lose weight.	wanted to be more healthy			
03A Personal trainers can help me demonstrate the correct posture and technique	want to be demonstrated the correct posture and technique	Personal trainers can provide techniques for efficient exercising.	Efficiency	2
03A Personal trainers will ensure that I perform exercises correctly and efficiently	Want to perform exercises correctly and efficiently			
05S I wanted someone to show me how to use the machines properly and correct my posture during exercises.	Want to know technique in using machines and posturing correctly			
02J I need to have the membership in the fitness center who have many branches. You can rotate to any branch.	Fitness centers with many branches are more attractive to customers.	Fitness centers that provide convenience can lead to purchasing personal training sessions.	Convenience of fitness centers	2
03A I applied for a membership at a fitness center near my apartment.	Fitness centers near customers' residences are attractive.			
02J So, that kind of cost is good. I think it's an investment.	The price of hiring a personal trainer is reasonable to invest	Price of a personal trainer is reasonable	Reasonable price	1
05S My main goal was to gain weight	Want to gain weight	A goal in exercise with a personal trainer is to gain weight	Gain weight	1

From the interview data, the most frequently mentioned open code for customers' reasons to hire a personal trainer was "worry to get hurt." Customers often hire personal trainers because they are concerned about the risk of injury from exercising on their own. Another significant reason identified was "trainer expertise." Customers prefer to hire personal trainers who possess specialized knowledge and skills to ensure safe and effective training sessions.

Here just present main codes, definition and perhaps support by quoting a data excerpt

The second most frequent reason cited by interviewees for hiring a personal trainer encompasses several key open codes. Firstly, "Be a beginner" emerged, indicating that customers often lack experience in gym or fitness center environments and seek professional guidance to navigate their fitness journey effectively. Additionally, "Lose weight" was identified as a significant goal among customers who engage personal trainers. Furthermore, "Be healthier" emerged as another common objective, illustrating customers' aspirations to improve their overall health and well-being under the guidance of a personal trainer. These findings underscore the diverse motivations driving individuals to seek personalized fitness support and highlight the multifaceted roles personal trainers play in assisting clients in achieving their exercise goals.

4.2 Aspects of personal trainers contribute to customer dissatisfaction.

Table-2

Axial Code: Aspects of personal trainers contribute to customer dissatisfaction

Data Excerpts	Idea from transcripts	Idea about properties and dimensions	Open Code	# interviewees mention about this code
01T He kept asking me if he was my PT but freelancer PT for me. Hearing a suggestion from him makes me feel uncomfortable to say no.	The customer feels uncomfortable to reject sales from personal trainers	Uncomfortable sales tactics from personal trainers make customers struggle.	Hard sell	4
02J They try to sell, to sell all the time. Even the personal trainer is trying to sell his own personal package for me.	Personal trainers always try to make sales			
03A When the training package was closely finished, he asked me to help him to buy more training packages and continue training with him. So he will get a commission. I was quite struggling because I don't know how to reject people.	The customer feels uncomfortable to reject sales from personal trainers			
05S He still tried to persuade me to use it (steroid) or actually buy it from him, he told me that he can sell me lower price than others. It wasn't about his professionalism but rather his approach to sell.	A personal trainer selling a shortcut approach makes customer uncomfortable			
01T <u>I feel a little bit like harassment</u> . I don't feel like he's directly flirting or something. But because that's the way he's talking. He wants his customers to be comfortable and just be friendly. He wants to create a friendly environment. And he thinks that if	A personal trainer who brings up his personal love life in conversation with trainees can make them feel somewhat	Any behavior related to personal romantic relationships of personal trainers can cause discomfort.	Discomfort personal trainer's romantic relationships	3

<p><u>he continues to give the love information, it will be interesting and not boring during the training.</u></p>	<p>harassed.</p>			
<p>01T The second thing is he always talks with me when I'm training, during the training. He keeps talking about his private issues, like his ex-girlfriend and his love life.</p>	<p>A personal trainer who brings up his personal love life in conversation with trainees can make them feel uncomfortable</p>			
<p>02J (Freediving) I think that the personality is quite annoying. It's like... He has a wife already, but he's flirting to all the girls around.</p>	<p>Flirting behavior of the personal trainer is annoying</p>			
<p>03A The conversations were about his personal life. Like his car, his preferences, <u>and also his girlfriend.</u> I was like, what! Why do I want to know that?</p>	<p>The customer doesn't want to know about his/her personal trainer's personal love life.</p>			
<p>01T The first thing is he puts me on a very heavy schedule.</p>	<p>A personal trainer forced a trainee on a heavy schedule</p>			
<p>01T I already told him that my workload in the office is really high level. But he just ignores that and <u>keeps pushing me.</u></p>	<p>A personal trainer forced a trainee on a heavy schedule no matter what</p>	<p>A personal trainer forces The customer into heavy exercise.</p>	<p>Too forcing</p>	<p>2</p>
<p>04G I was particularly dissatisfied when my trainer pushed me to stretch beyond my limit despite me telling him I couldn't go further.</p>	<p>A personal trainer pushed The customer beyond her limit</p>			
<p>01T I already told him that my workload in the office is really high level. But <u>he just ignores that</u> and keeps pushing me.</p>	<p>A personal trainer ignores customer requirements.</p>	<p>A personal trainer who fails to listen to customer opinions causes customer dissatisfaction.</p>	<p>Ignoring trainee's opinions</p>	<p>2</p>
<p>04G I was particularly dissatisfied when my trainer pushed me to stretch beyond my limit <u>despite me telling him I couldn't go further.</u></p>	<p>A personal trainer didn't listen toThe customer's requirement</p>			
<p>01T So, I keep talking with him to change the schedule to be a little more lighter. But he said that I'm too lazy. The way he's talking with me, <u>like pushing me</u> and comparing me with the previous customer <u>makes me feel uncomfortable</u></p>	<p>Telling The customer that they are too lazy make The customer feel uncomfortable</p>	<p>A personal trainer who comments that customers are too lazy makes them uncomfortable.</p>	<p>Laziness blaming</p>	<p>2</p>

during the training and <u>negotiation the schedule with him.</u>				
02J He said to me that “why you are so lazy? You need to do more. You need to be here and there. And this and that.”	Telling The customer that they are too lazy			
01T The way he's talking with me, like pushing me and <u>comparing me with the previous customer makes me feel uncomfortable during the training</u> and negotiation, the schedule with him.	Comparing The customer with other customers cause an uncomfortable	A personal trainer who compares The customer with others in a negative way causes discomfort.	Comparing to others	2
05S His way of talking and comparing me to other of his trainee made me kinda feel bad at first	Comparing with others makes customers feel bad			
01T The second thing is he always talks with me when I'm training, during the training. Because I'm tired and sweating a lot. He thinks that if he keeps talking to me, it will motivate me a lot.	Too much talking during the training can cause a discomfort	Too much talking from a PT during the training session can cause discomfort	Over Talkative	2
03A He always invites me to chat with him during the training session.	The personal trainer invites The customer to chat with him too much.			
01T He keeps make me change my schedule like 3 or 4 times.	PT frequently changes an appointment			
01T There is one time that make me quite disappointed because I went to a gym but he is not there. And suddenly he called me and said that he is at another gym and he cannot come back.	Personal trainer's flaked out on customer appointments and caused disappointment.	Any unpunctual behavior of a personal trainer can cause disappointment.	Unpunctual	2
04G Once my trainer was sick and sent a colleague in his place without informing me beforehand.	A personal trainer was absent without informing The customer beforehand.			
02J And they tell me about how many fats in my body. What is not balanced. And what needs to be improved. But they only focus on the bad things in my body. But I think my body is quite nice. Why they said very bad about it? I feel very stressful.	The personal trainer focuses only bad thing about The customer body	A personal trainer who negatively comments on customers' bodies makes them feel blamed and stressed.	Body shaming	1

02J I feel I don't want people to say bad things about my body. And I think I come to the fitness to be happy. To be better. Not to be blamed.	Saying bad thing about customers body make they feel be blamed			
02J I think it's nice to know but the way they tell me is quite negative. So why I come to the fitness center and I feel very bad about my body.	Saying bad thing about customers body make they feel bad about their body			
03A <u>The conversations were about his personal life.</u> Like his car, his preferences, and also his girlfriend. I was like, what! Why do I want to know that?	The customer doesn't want to know about his/her personal trainer's personal life.	A personal trainer who makes a conversation about his personal life can cause discomfort.	Personal life conversation	1
03A Sometimes he brought some stories of his (other) trainees to tell me.	The customer didn't feel unforgettable to hear stories of other customers	Customers don't want to hear a stories of other customers	Gossiping	1
03A I think he has a rather gentle personality and is not a fierce person. He was quite indulgent and didn't force me. So, I think I was not forced by him to exercise that much.	The gentle, unforceful personality of the personal trainer affects customer motivation.	Customers don't want a personal trainer who lacks motivation.	Motivation issues	1
03A I think it <u>affects my workout performance and motivation.</u> So, it was quite <u>ineffective</u>	The gentle, unforceful personality of the personal trainer cause an ineffective			
03A I think it affects my workout performance and motivation. <u>So, it was quite ineffective. Like, my weight and percentage of fat don't lose as much as the goal we set.</u>	The customer cannot reach his/her goal because ineffective training of a personal trainer	Customers don't want a personal trainer who cannot help them achieve their goals.	Fail to achieve trainee's goals	1
04G he would sometimes answer or use his phone during our sessions, which I found unprofessional and distracting.	Answering a phone during session is an unprofessional behavior	Lack of engagement including lack of communication and conversation during training	Lack of engagement	1

04G <u>The lack of communication</u> , disregard for my comfort, and unprofessional behavior made the experience less enjoyable and effective.	The customer was uncomfortable with lack of communication during a session	session cause an ineffective and less enjoyable			
04G Answering or using the phone during sessions was a clear lack of professionalism. It was inappropriate because I could have had an accident while working out.	The customer think that using a phone during session is inappropriate				
04G He was a quiet person and didn't talk much, which I found ineffective for my needs. I needed more communication and engagement during the sessions	The customer want a personal trainer to be more talkative that will enhance an effective				

Our research findings reveal several key aspects of personal trainers that contribute to customer dissatisfaction. The most frequently mentioned reason is encapsulated in the open code "Hard sell," where uncomfortable sales tactics employed by personal trainers make customers feel pressured and uneasy. The second most mentioned factor is "Discomfort with personal trainer's romantic relationships," indicating that any behavior related to the personal romantic relationships of trainers can create discomfort for clients.

Additionally, even if we consider open code that was mentioned by three to five participants, several other factors were identified as interesting contributors to customer dissatisfaction. The open code "Too forcing" highlights instances where personal trainers push customers into heavy exercise beyond their comfort levels. Similarly, "Ignoring trainee's opinions" was a common complaint, with customers expressing dissatisfaction when trainers failed to listen to their feedback or opinions. Moreover, trainers who label clients as "lazy" also caused discomfort, as captured by the open code "Laziness blaming."

Further issues included "Comparing to others," where negative comparisons made by trainers to other clients led to discomfort. "Over talkative" behavior, where excessive talking during sessions detracted from the training experience, was another source of dissatisfaction. Lastly, "Unpunctual" behavior from trainers, including lateness, resulted in disappointment and frustration among customers. These findings emphasize the various negative behaviors and attitudes of personal trainers that can significantly impact customer satisfaction and highlight the importance of professional conduct in maintaining positive client relationships.

4.3 Negative effects on service providers from dissatisfied aspects of personal trainers.

Table-3

Axial Code: Negative effects on service providers from dissatisfied aspects of personal trainers

Data Excerpts	Idea from transcripts	Idea about properties and dimensions	Open Code	# interviewees mention about this code
01T <u>I think I will go to another gym and try to find a female PT.</u>	The customer still wants to practice with a personal trainer, but not the current one.	Customers decide to discontinue the training program due to unsatisfactory aspects.	Discontinue training with the personal trainer	4
02J But it is terrible. So, that is why I decided to not buy. So, maybe I don't like the personal trainer. The overall membership, I think it's still valuable for me. So, I decided not to tell.	The customer would not like to continue training with a PT but still be a membership of a fitness center.			
02J (Freediving) So sometimes <u>I decided to change the instructor</u> , because he's too annoying.	The customer want to change the personal trainer because he's too annoying			
03A Even the fitness facilities are so good, but I had a thought to change to a new fitness center. <u>Because I wanted to get a new PT</u> . It would be so awkward if I changed to a new PT in the same fitness center.	The customer wants to get a new PT due to a lack of motivation.			
05S The results weren't what I expected, so I quit after three months and continued training by myself.	The customer quote because a personal trainer can't meet his needs			
01T <u>I think that I will not go to that gym anymore</u> . Because besides the PT, there are also other things that I don't like about that gym. Like their facilities, something like that. But mostly, <u>I don't have a happy experience there</u> .	The customer didn't want to go to current gym anymore because she didn't have a good experience from the PT there	Customers' dissatisfaction with a personal trainer leads them to choose a	Switching to competitors	3

competitor's service center.

<p>02J And even in the fitness, they do have the swimming coach. But I go outside and get the swimming coach by myself <u>and swim in another swimming pool because I did not like the behavior of the personal trainer there.</u></p>	<p>Move to new fitness because of the behavior of the personal trainer</p>			
<p>03A Even the fitness facilities are so good, but I <u>had a thought to change to a new fitness center.</u> Because I wanted to get a new PT. It would be so awkward if I changed to a new PT in the same fitness center.</p>	<p>The customers want to move to another fitness center despite good facilities due to dissatisfaction with the personal trainer.</p>			
<p>02J People say the same. Even I have the colleague, by the exactly the same membership like me in the company and he said to me the exactly the same. And he only takes one section.</p>	<p>Customers have conversations about dissatisfaction personal trainers.</p>	<p>Dissatisfactory personal trainers lead to negative feedback and word-of-mouth.</p>	<p>Negative feedback and word-of-mouth</p>	<p>1</p>

From the research findings, we identified that the most frequently mentioned code in the category "Negative Effects on Service Providers from Dissatisfied Aspects of Personal Trainers" is "Discontinue training with the personal trainer." Customers often decide to end their training programs due to various unsatisfactory aspects related to their personal trainers. The second most mentioned code is "Switching to competitors," indicating that dissatisfaction with a personal trainer not only leads customers to discontinue their current training but also prompts them to seek services from competing fitness centers. This dissatisfaction with personal trainers not only affects the trainers themselves but also has broader implications for the fitness centers they represent, potentially leading to a loss of clientele and revenue.

Ok - but not part of the main research question

4.4 Direct effects on dissatisfied customers.

Table-4

Axial Code: Direct effects on dissatisfied customers.

Data Excerpts	Idea from transcripts	Idea about properties and dimensions	Open Code	# interviewees mention about this code
03A I think it affects my workout performance and motivation. So, it was quite ineffective. Like, my weight and percentage of fat don't lose as much as the goal we set.	The customer cannot reach his/her goal because ineffective training of a personal trainer	There is inability to achieve trainee goals.	Inability to achieve goals.	2
04G From the less effectiveness of training, I think I didn't achieve my goal in losing weight.	The customer didn't achieve her goal because less effectiveness of training			
03A I think that made me lazy and that is the reason why I only got a training with him once a week.	The customer is lazy and rarely attends training sessions due to a lack of motivation from the personal trainer.	Customers feel lazy due to trainers lacking motivation.	Laziness from lack of motivation	1
03A I trained with him for 1 hour per session. But sometimes I felt like it was not worth it because he talked with me a lot and I also talked to him. I want to focus on the training and make my 1-hour worth as much as possible.	The customer want focus on the training and doesn't want to talk much	The customer cannot focus on exercising due to an over-talkative trainer	Lack of focus form over talkative trainers	1
04G The lack of communication, disregard for my comfort, and unprofessional behavior made the experience <u>less enjoyable</u> and effective.	Unprofessional behaviors make the experience less enjoyable	The customer feels less enjoy from unprofessional behavior	Less enjoyable	1

The most frequently mentioned open code in the category of "Direct Effects on Dissatisfied Customers" is "Inability to achieve goals." This issue arises when customers feel they are unable to reach their fitness objectives due to the ineffective training methods employed by their personal trainers. The dissatisfaction stems from a perceived lack of progress or results,

which is attributed directly to the trainer's inadequacies in designing or implementing a suitable training program. This failure to meet clients' expectations and goals highlights a critical area where personal trainers' competencies and approaches significantly impact customer satisfaction.

4.5 Suggestions from customers to service providers to improve fitness and personal trainer services.

Table-5

Axial Code: Suggestions from customers to service providers to improve fitness and personal trainer services

Data Excerpts	Idea from transcripts	Idea about properties and dimensions	Open Code	# interviewees mention about this code
01T But the only thing I don't like is the style of him in the communication with customers. I just don't like it. I think if he knows how to change the way of communication, this will make him a better PT	Improving communication skills could significantly enhance effectiveness as a personal trainer.	A personal trainer should maintain professional communication.	Professional communication	4
02J I want they to be more professional. <u>They always need to remember to keep the professional way of communication and</u> know the boundary between the customer and the service provider.	Emphasizing professionalism in their communication is essential.			
04G I needed more communication and engagement during the sessions. Better communication and engagement from trainers would greatly improve customer satisfaction.	Communication and engagement with customers during the sessions are needed			
05S I think it is about better communication. Personal trainers should be more mindful of their communication style.	Personal trainers should be more mindful of their communication style.			
01T I must focus on the customer service of that PT. <u>They know how to interact with customers and make customers comfortable with them.</u>	Personal trainers should excel in interacting with customers and ensuring their comfort.	Personal trainers have to ensure comfortable interactions with customers.	Ensuring comfort interactions	2

04G Maintaining a professional and respectful environment is essential for effective training.	Personal trainers should maintaining a professional and respectful environment			
04G A trainer should be vigilant and ensure the client's safety.	A trainer should ensure the client's safety.	Professional personal trainers should always remind the safety of clients	Ensure safety	2
05S Trainers should take serious concerns about the safety of customers.	Trainers should take serious concerns about the safety			
02J I want they to be more professional. They always need to remember to keep the professional way of communication and <u>know the boundary between the customer and the service provider.</u>	Understanding the boundary between the customer and the service provider is crucial for maintaining professionalism and delivering effective service.	Setting boundaries between personal life and career will help a personal trainer maintain professionalism.	Acknowledging boundaries between personal life and career	2
03A I think that the most important thing to be a personal trainer is being a professional. <u>The trainer should set their roles as a real trainer like coach and teacher also.</u>	The cornerstone of being a personal trainer lies in professionalism, where the trainer assumes roles akin to a coach and teacher.			
03A For trainer D, it will be better if <u>he sets the boundaries between personal life and his career.</u>	Establishing clear boundaries between personal life and career would benefit a trainer			
03A If trainer B is more strict and more forceful, the performance in training will be increased. If he were a decisive person, that would help to motivate me and make me improve in exercise.	More forceful approach could boost training performance by fostering motivation and improvement	A personal trainer should provide motivation to clients.	Consistently motivate trainees	1

03A The bodybuilding athlete always forced me to break the limit of myself. That made fast progress and I could see the improvement in my exercise skills.	Forceful approaches lead to rapid progress and improved exercise skills.			
03A I think the important thing in training with PT is the effectiveness and results.	The crucial aspect of training with a personal trainer is effectiveness and achieving desired results.	Personal trainers should strive to enhance effectiveness and deliver positive results.	Deliver effectiveness and positive results	1
02J I think friendly, being a friend, but still keep a professional attitude is important for the service provider.	Being friendly yet professional is important for service providers.	A personal trainer should be friendly	Be Friendly	1
02J I said that don't say to me like that, don't say about my body like that, because I don't like it.	Please avoid making comments about customers' bodies in bad ways	Personal trainers should avoid making negative comments about their clients' bodies.	Avoid body shaming	1
01T Like keep the monthly or quarterly survey to see how customers interact with the PT. If they do the survey frequently, they actually can proactively hear from the customer.	Implementing monthly or quarterly surveys to gauge customer interactions with personal trainers would proactively gather feedback from customers, ensuring their voices are heard.	Personal trainers and fitness centers should consistently follow up with clients and gather feedback through customer surveys.	Always follow up feedback	1
05S It's important for trainers to respect clients' decisions regarding such products and provide honest, unbiased advice.	The important thing for trainers is to respect clients' decisions	Personal trainers should respect customers' decisions	Respect customer decision	1

During the interview sessions, we also asked the interviewees for their suggestions on how service providers could improve fitness and personal trainer services. We categorized their responses under "Suggestions from Customers to Service Providers to Improve Fitness and Personal Trainer Services." The most frequently mentioned suggestion was captured by the open code "Professional communication," emphasizing that personal trainers should maintain a high level of professional communication with their clients.

Other notable suggestions that could greatly benefit service providers include "Ensuring comfortable interactions," where personal trainers should strive to create a comfortable and supportive environment for their clients. The open code "Ensure safety" underscores the importance of personal trainers consistently reminding clients about safety precautions to prevent injuries. Lastly, "Acknowledging boundaries between personal life and career" was highlighted, suggesting that personal trainers should clearly separate their personal lives from their professional responsibilities to maintain a high level of professionalism. These insights offer valuable guidance for service providers looking to enhance the overall customer experience and satisfaction.



CHAPTER FIVE CONCLUSION

5.1 Conclusion.

In conclusion, this study sheds light on the significant aspects of customer dissatisfaction in the realm of personal training services. The research highlights various reasons why customers choose to hire personal trainers, with the primary motivations being the concern about getting injured and the desire for trainer expertise. Additionally, the need for guidance for beginners, weight loss goals, and overall health improvement were identified as key drivers for seeking personal training services. This is where to start - this answers your RQ

However, our findings also reveal several critical factors contributing to customer dissatisfaction. The most prevalent issue is the use of high-pressure sales tactics, which makes customers uncomfortable and uneasy. Personal trainers' involvement in or discussion of their romantic relationships also emerged as a significant source of discomfort. Other noteworthy factors include personal trainers pushing clients too hard, ignoring their opinions, and making negative comparisons with other clients. Excessive talking during sessions and a lack of punctuality further exacerbated customer dissatisfaction.

These negative experiences not only lead to clients discontinuing their training programs but also prompt them to switch to competing fitness centers, thereby affecting the service providers' client retention and revenue. The inability of personal trainers to help clients achieve their fitness goals due to ineffective training methods further underscores the importance of professional competence and a customer-centered approach.

To address these issues, the study provides several suggestions from customers for improving personal training services. Maintaining professional communication, ensuring comfortable interactions, prioritizing client safety, and establishing clear boundaries between personal and professional life were highlighted as key areas for improvement. Implementing these suggestions can help service providers enhance the overall customer experience, leading to higher satisfaction and retention rates.

Overall, this research emphasizes the need for personal trainers to adopt a more empathetic, professional, and client-focused approach. By understanding and addressing the factors that contribute to customer dissatisfaction, service providers can create a more positive and supportive environment that fosters long-term client relationships and success in the fitness industry.

This is where you want to tie your results back to the literature
i.e., you need that "gap" at the start

5.2 Recommendation for Future Research.

For future research, expanding the number of interviewees could enhance the breadth and depth of insights into customer dissatisfaction with personal training services. Increasing the sample size allows for a more comprehensive exploration of diverse perspectives and experiences, thereby providing a nuanced understanding of the aspects contributing to dissatisfaction across various demographic and experiential backgrounds.

Applying sampling methods that ensure in-depth representation of the broader population is essential. Utilizing stratified or purposive sampling techniques can help capture a wide range of viewpoints and experiences, ensuring that the findings are reflective of the most prevalent issues and concerns among personal training clients. This approach enables researchers to identify common themes and variations in dissatisfaction that may exist among different client groups.

Moreover, Exploring the service provider perspective is equally vital for gaining a holistic understanding of customer dissatisfaction. Investigating personal trainers' and fitness centers' viewpoints on client feedback, challenges faced in service delivery, and strategies for enhancing client satisfaction offers valuable insights into the operational and managerial aspects influencing service quality. This perspective can inform training programs, policy development, and organizational practices aimed at addressing client concerns and improving overall service effectiveness.

By focusing on these aspects in future research endeavors, scholars can contribute to advancing knowledge and practices in the personal training industry, ultimately enhancing service quality, client satisfaction, and business success.

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APPENDIX

APPENDIX A: INTERVIEW GUIDELINE

Interviewer:	Interviewee:
Date:	Place:
Start time:	End time:

Before Recording

“Hello, my name is Scott/Pym, we are from the department of IIMBA. This interview is a part of the term project of the Qualitative Research Methodology course. We are studying customer dissatisfaction affected by personal trainers. So, we would like to interview you about your personal experience with your personal trainer. I would like to ask for your permission to record throughout our conversation. All individual information acquired throughout the research will be kept confidential, and no third parties will have access to the information. Only aggregated research results will be released to the public.”

Phase	List of Questions
Beginning	<ul style="list-style-type: none">● Can you tell me a bit about your fitness journey and experience with personal training?● What motivated you to seek personal training?● Are you currently hiring a personal trainer? Where are you trained with your PT?● <i>(If Not)</i> When was the last time you trained with the personal trainer?● How long do you train with your personal trainer?● What kind of workout are you doing with your PT?● How often do you work out (exercise) with your personal trainer? And how long per session?● What are the reasons you decided to hire a personal trainer? What are your goals for starting to do the exercise?● <i>(If not currently)</i> Why do you not continue with your personal trainer?
Middle	<ul style="list-style-type: none">● Can you recall a time when you felt dissatisfied with your personal training experience?● What specific aspects of the service were unsatisfactory to you?

	<ul style="list-style-type: none"> ● How did these factors impact your overall satisfaction with the service? ● What kind of teaching technique does your personal trainer train you? ● What personal characteristics of your personal trainer? ● Do you have any bad experiences during your training session? Could you explain more about those experiences? <ul style="list-style-type: none"> ● In your opinion, how competent was your trainer in addressing your fitness goals? ● Describe the communication style of your trainer. Was it effective in meeting your needs? ● How reliable was your trainer in terms of punctuality and scheduling? ● Can you share examples of professionalism (or lack thereof) displayed by your trainer during sessions? <p>Probing for details</p> <ul style="list-style-type: none"> ● Could you provide specific examples that illustrate these deficiencies? ● How did these factors impact your overall satisfaction and motivation to continue with personal training? ● Were there any actions taken by the fitness firm to address your concerns?
End	<ul style="list-style-type: none"> ● Based on your experiences, what improvements would you suggest to enhance customer satisfaction in personal training services? ● Is there anything else you would like to share regarding your personal training experiences?

APPENDIX B: TRANSCRIPTS

Interviewee 01T

Interviewer: Scott/Pym	Interviewee: 01T
Date: 28 April 2024	Place: IMBA Building
Start time: 15.00	End time:15.30

[Interviewer] So we are studying about the customer dissatisfaction effect by personal trainer and you have a experience to train with personal trainer, right?

[Interviewee] Yeah, I have experience training with a trainer before.

[Interviewer] So, can you tell me a bit about your fitness experience and your experience with personal training?

[Interviewee] I was hire a personal trainer for 3 months and I don't remember much about the price of the training package but I just remember it cost me a lot and the result is not good and I want. So I quit after 3 months and then I continue training by myself.

[Interviewer] You training by yourself?

[Interviewee] After, because I signed a contract of 1 year at the gym and only buy a package 3 months of personal trainer. So after 3 months of personal trainer, I decide I don't want to continue that package anymore. So I just go into that gym and just exercise by myself for the remaining months.

[Interviewer] And what motivate you to hire a personal trainer?

[Interviewee] Because I don't have experience in training in the gym and you know, because gym they have a lot of machines that I don't familiar with and don't feel comfortable to working with. And I also worry that I can hurt myself when using those heavy machines for exercise.

Because I only have experience in swimming and yoga before and those kind of activities is quite elegant and not require a lot of muscle strength and technique. You don't have to worry too much about something like that. So that's why it's easier for me.

And when I have more experience in using machines, I want to have a personal trainer who told me and show me and correct my posture during the exercise also.

[Interviewer] How often do you workout per week?

[Interviewee] Back in the time, I have a trainer actually because he pushed me into a very tight schedule. So like normally 3 times a week. But after personal trainer, I just only go to the gym 1 time a week.

[Interviewer] What is your goal to have in exercise?

[Interviewee] My goal in having exercise is actually I want to lose weight and more healthy. Because exercise has a lot of benefits as you already know.

So I think exercise will enhance my health.

[Interviewer] What kind of exercise?

[Interviewee] I like the kind of exercise that I can do alone. Like if you play badminton or soccer or football, you have to have teammates with you, right? So the schedule is not flexible.

[Interviewer] And with your personal trainer, he trains about weight training or just like body weight?

He specializes in weight lifting. But he specializes in training women. So his technique is easier and more suitable for women.

But what I don't like about him is the style that he teaches me. So that's why I quit. Not about his professional, but about his style of talking.

So I don't like it.

[Interviewer] Can you tell us more about your unhappiness with him? Or your experience that makes you dissatisfied with him?

[Interviewee] There are 2 things that I'm unhappy with my previous trainer. The first thing is he puts me on a very heavy schedule. Despite that, I'm a newbie in training.

And it hurts my muscles a lot. And besides that, I already told him that my workload in the office is really high level. Because I measure my work.

But he just ignores that and keeps pushing me. So after training and another day, I go to work, I just feel really tired. And don't have enough energy to work.

So I keep talking with him to change the schedule to be a little more lighter. But he said that I'm too lazy. He said I'm too lazy. I should like go up.

[Interviewer] Did he talk like that?

[Interviewee] Yeah, he said you're too lazy. You should like go up with the schedule. My previous customer, she follows this schedule. So her body becomes like this, like this, like this. And if you don't follow this, your body can be like that.

So it puts me like the stress on physical and mentally also.

[Interviewer] He doesn't adjust his training style with your lifestyle?

[Interviewee] Yeah, I think his professional skill is really good. Because actually I lose a lot of weight when following his schedule.

But the way he's talking with me, like pushing me and comparing me with the previous customer makes me feel uncomfortable during the training and negotiation, the schedule with him.

And the second thing is he always talks with me when I'm training, during the training. Because I'm tired and sweating a lot. He thinks that if he keeps talking to me, it will motivate me a lot.

He thinks like that, but actually no. Because he keeps talking about his private issues, like his ex-girlfriend and his love life. And actually I feel a little bit like harassment.

I don't feel like he's directly flirting or something. But because that's the way he's talking. He wants his customers to be comfortable and just be friendly.

He wants to create a friendly environment. And he thinks that if he continues to give the love information, it will be interesting and not boring during the training.

[Interviewer] Like talking about gossip, right?

[Interviewee] Yeah, but it's not. He keeps talking to me about his love life. And I think during these three months, I heard enough stories about his personal issues.

[Interviewer] So from what you said, you don't like the personal trainer to compare you with others, right? And secondly, he gossips too much.

[Interviewee] I feel quite harsh to tell people to stop talking about something, right? Because he gossips to me, like he wants to be more familiar with his customers.

But it makes me feel uncomfortable when hearing about personal issues like that. So after three months, he suggested that I should extend the budget. But I said no.

[Interviewer] Were there any actions taken by the fitness provider to address your concerns?

[Interviewee] Actually, the gym I went to is a franchise. And I think the manager there is also focused on the money earned, the monthly revenue.

So he's not focused on customer service that much. So it means the gym trainer there is also a salesperson who sells the PT package to customers. And I think because my trainer is a top salesperson there, so even though I don't extend the budget, the package, but he also has a lot of other customers.

That's why it doesn't affect and cause the attention of the manager of that gym.

[Interviewer] So if you have any chance to hire another personal trainer, would you like to hire another personal trainer in that gym you go to?

[Interviewee] I think that I will not go to that gym anymore.

Because besides the PT, there are also other things that I don't like about that gym. Like their facilities, something like that. But mostly, I don't have a happy experience there.

So, every time I come to that gym, I don't feel that comfortable to practice anymore. So next time, I think I will go to another gym and try to find a female PT. Because I think her personal story will make me more comfortable.

[Interviewer] What factors are you seeking in a personal trainer?

[Interviewee] I think because the gym, when they hire a person, they will hire an experienced person. So I don't have to worry much about their skills and being a professional. So, I must focus on the customer service of that PT. They know how to interact with customers and make customers comfortable with them. I think those are the two things I focus most on in PT.

[Interviewer] Did you complain to the manager of that gym?

[Interviewee] Complain? No, I don't complain. Because I like a type of silent customer. If I don't like, I will not say anything.

[Interviewer] And discontinue?

[Interviewee] Yes, discontinue.

[Interviewer] Is your personal trainer an employee of that gym? Or is he a freelancer?

[Interviewee] I think he is a contract employee. I think a full-time PT for a gym will not give you a lot of money. So that person, because he told me a lot of his personal stories, so I know that he works at three gyms.

[Interviewer] Three gyms?

[Interviewee] And there is one thing that I don't feel comfortable with PT, besides the two things I told you before. Actually, during our chatting, he kept asking me if he was my PT but freelancer PT for me, like I don't go to this gym anymore, I go to another gym.

And he will be my personal PT. And I need to pay for that gym fee and also the freelancer PT gym fee for him. And I think compared with the total package I pay for the current gym, it's not different.

And it doesn't have any benefit for me. So, I didn't consider that. But hearing a suggestion from him makes me feel uncomfortable to say no.

Because he wants to be close. Because I only go there for the purpose of losing weight and getting healthy, right? But he keeps pushing me for him to get closer customers, loyal customers, something like that.

But I don't have that target.

[Interviewer] I would like to know more about his characteristics, your personal trainer.

[Interviewee] The characteristics of my personal trainer? I think he's quite an extrovert. Because he's really talkative.

But I think too much energy in him. I think it's necessary for his job. So, it's okay for that kind of characteristic.

But the only thing I don't like is the style of him in the communication with customers. I just don't like it. I think if he knows how to change the way of communication, this will make him a better PT.

[Interviewer] Any recommendation to improve him to be better suitable for you to continue to train with him?

[Interviewee] I think the one thing, the problem here, because due to his behavior, I think there is some kind of problem of the system, not himself. The first thing is the gym is a franchise.

So it's focused too much on the money. And that dream boosts PT to attract more customers. And boosts customers to extend the package.

So, it makes customers don't feel comfortable. And that gym should focus more on the customer service. Make customers feel more comfortable.

Like keep the monthly or quarterly survey to see how customers interact with the PT. Because I signed the contract three months and no survey after that. So, they don't hear my feedback.

If I want to complain, actually I can go to the office and complain. But I think there are not many people do that. If they do the survey frequently, they actually can proactively hear from the customer.

But they didn't do that. So, I think the thing wrong here is the system. Not only the PT.

And the one thing wrong about the system there is they have to have the customer service training class for PT. Not just hire the professional PT there and boost them to get the revenue for them. If they train the PT on the customer service, I think the way of PT communication and interacting with customers will be different.

Because like I said to you, the thing I don't like about PT is only about the communication. If he trains his way of communication, I think it will make him become a better PT. And actually, he's already good because he's a top salesperson there.

And there are a lot of loyal customers. But for me, I don't like that style.

[Interviewer] As you mentioned that you have been training in swimming. Have you done another exercise which is swimming and yoga, right?

[Interviewee] Yes.

[Interviewer] Do you hire a personal trainer for that too?

[Interviewee] No. For yoga, I just attend a class. And there is one trainer for around 10 people.

So, it's not PT. And for swimming, because I learned how to swim since I was a kid. So, I don't need a PT also. But my friend just signed a swimming class and she already hired a PT for that swimming class. So, I think there are a lot of people do that.

[Interviewer] I forgot to ask you something. How about his schedule? Because he is a top salesperson, his schedule will be so packed. Schedule? And it's hard to find the actual schedule that fits yours.

[Interviewee] Yeah. Correctly. You just remind me because he keep make me change my schedule like 3 or 4 times. And there is one time that make me quite disappointed because I went to a gym but he is not there.

And suddenly he called me and said that he is at another gym and he cannot come back. So I have to practice there by myself and move the schedule to the next day. But you know like 2 days continuously, 2 days practice is really hard. So, I remember that clearly.

[Interviewer] So, is this the one main factor that makes you unhappy with him?

[Interviewee] Because it only happens around 3 or 4 times during 3 months. And actually, because my schedule is quite tight also so if there is no training, it's okay. I can go back home and sleep. So that's why I'm not unhappy about that.

I just feel like uncomfortable. If you remind me, I can consider that's one dissatisfaction. But it's not much like the way he communicates with me.

[Interviewer] Okay, thank you for your participation. Oh, is there anything else you would like to share regarding your personal training experience?

[Interviewee] Maybe you can give me a call later or you can send me an email. If I have the same experience with your question, I will give you the idea.

[Interviewer] Okay. Thank you for your time and valuable insight. And if I have further question or extended, I will contact you through the email.

[Interviewee] Okay.

Interviewee 02J

Interviewer: Scott and Pym	Interviewee: 02J
Date: 6 May 2024	Place: Coffee Shop
Start time: 13.30	End time: 14.10

[Interviewer 1]

So, can you tell me a bit about your fitness journey and experience with personal trainer? Like, what motivates you to seek personal trainer and what is your goal to exercise?

[Interviewee]

Actually, I like practicing and doing sport. I like it and I think it's good for health. So, I do have the experience before with the personal trainer. But I have experience with the personal trainer in the fitness center because when I buy the membership in the fitness center and it's already had some, like, six. In my membership, I have, like, six times for the personal trainer section.

[Interviewer 2]

It's bundled package?

[Interviewee]

It's included, already included there and actually, it's the most expensive package. No, it's not the most expensive package. It's the most expensive part of the membership. We must buy and then we take the membership and we can join different class in the fitness center. And I have, like, some other personal coach, like, for the tennis coach. So, individually with the other coach outside of the fitness because I want to learn tennis.

So, I hire a coach to teach me tennis and I am also a free diver. So, I have the instructor for free diving. So, and also, I have the coach for swimming. So, which experience do you want me to share about?

[Speaker1]

So, you have experience with four trainers. First one is in fitness center, tennis coach and, free driving and also swimming. Also, we would like to focus on the trainers in fitness centers.

[Interviewer 2]

Maybe we can dig that later. We are going to focus on the fitness trainer first.

[Interviewer 1]

What is your goal to exercise with trainers in fitness center?

[Interviewee]

I come to the fitness center because I want to use a facility. Like, I need to have a daily schedule for my training every day. Whatever the training is, I want to keep up every day at least one hour.

And inside the fitness center, they do have the swimming pool. So, I love swimming. But they sell me the personal trainer. It is a must in the package. The reason they tell me because like if we do not know how to use a facility, it will harm our body.

So, we need at least like six sections to know how to use everything inside and how to do the gym. And I think it is nice. So, I agree to buy it.

And with the membership, I can access to the facility and many other classes. So, I try.

[Interviewer 2]

So, as you said, you have trained with personal trainer for six times or more than that?

[Interviewee]

Actually, I think it is reasonable to have the personal trainer. So, I think that maybe six sections are good and if it is going to be better because I know that having the personal trainer is very good for doing gym. So, I think that after six sections, if I think it is good, I can continue to buy more.

But it is terrible. So, that is why I decided to not buy. And even in the fitness, they do have the swimming coach. But I go outside and get the swimming coach by myself and swim in another swimming pool because I did not like the behavior of the personal trainer there.

[Interviewer 1]

How long the process of those six times?

[Interviewee]

Actually, I have six, but I only use two.

Whatever, it is a waste of my time. So, I want to save my time rather than, like, I do not want to think about money anymore. I just want to save my time and only use twice instead of sixth.

And then I said directly to the personal trainer that I will not continue with him.

[Interviewer 2]

How long for that twice session? For each session, how long?

[Interviewee]

Each session is one hour.

[Interviewer 1]

And, like, for the first time you go, like, first week, then how long you take second time?

[Interviewee]

Actually, I take the two hours at once. Because they have to introduce me the facilities and how to do a gym session for one hour.

And then I am, I feel I am not happy. So, they continue to bring me to the, like, stretching. Stretching because everybody loves stretching and massage.

So, the PT do the massage for you and stretching your muscle after the training. So, because I am not happy, so they bring me there to make me happy again. But even I spend one more hour there, I still do not feel comfortable.

[Interviewer 2]

So, you use two times in the same day?

[Interviewee]

Yes, I do two times in the same day and decided to not use anymore.

[Speaker1]

Is only personal trainer in fitness center that disappoint you? or any coaches for other sport that also disappoint you?

[Interviewee]

Actually, I think it is not about the person individually. It is not about the personal trainer. It is about the culture of the company. Like, everybody is like that. Everybody looks at you and want to sell you something.

Yeah, it is like when I got the membership. When I do not get the membership, they force me to get the membership. When I get the membership, they force me to use the minimum package of the personal trainer.

And I get the minimum package of personal trainer. They get me extend more and more and more. And when I have one year of membership, they force me to buy two years.

And then after I have two years, one day somebody call me and ask, do I need a lifelong membership? And I try to sell, to sell all the time. But for me, I just want to do something to maintain my health.

Just that. So, because of the overall experience, I already have the culture with the personal trainer. And whenever they tell me, I was like, do you want to sell me something?

[Interviewer 1]

And how about the personal trainer? I would like to know about his characteristics during training you.

[Interviewee]

Yes, the salesperson. Like, I think that everybody is a sale. Even the personal trainer is trying to sell his own personal package for me.

[Interviewer 2]

Not the gym package, but his own package?

[Interviewee]

Yes, because the gym package is different. And the personal trainer package is different. Actually, it's combined.

But if I buy more, and he will get more. And get the commission for my package. And I feel like they only want money from me.

So, it's a beginning. But when we're doing the gym, At the beginning, we do some calculation of my body index. And they tell me about how many fats in my body.

What is not balanced. And what needs to be improved. But they only focus on the bad things in my body.

But I think my body is quite nice. Why they said very bad about it? And I feel like, oh, maybe I need to go to the hospital.

Rather than go to the fitness center like this. And when we're doing the gym, and they said that why you need to do more, more, more, more. It's like, more seconds, more seconds.

Like, more ten seconds. And keep, and keep. And sometimes, I don't want to do it anymore.

And he said to me that “why you are so lazy? You need to do more. You need to be here and there. And this and that.” I feel I don't want people to say bad things about my body. And I think I come to the fitness to be happy. To be better. Not to be blamed.

And they also give us the menu. What to eat. What not to eat. Something like that. Yeah, the nutrition. And I think it's quite strict. And they ask me about what I eat. And something like that. And actually, the overall experience comes from the sale. The money.

What I eat. And how many persons fat in my body. And what is wrong.

Like, wrong in my body. I don't like it. And I feel very stressful.

I feel I don't feel well. I feel like I need to go to hospital to check. And I did.

I did go to the hospital to check. To check. But the index in the hospital is good.

So, I decided, I feel stressful. And I decided not to contact to that personal trainer anymore. And even when I go there regularly, I go to the yoga class.

The personal trainer. Looked at me and saw me. Hi, sister.

No, no, no. I run. No, I don't want to talk to you anymore.

In the same gym. And I even choose it. Because they have different locations.

So, I choose another location. Not to see him again in the gym.

[Interviewer 2]

Can you elaborate more about the words that disturb you? That make you feel bad.

[Interviewee]

I think the part that makes me feel bad the most is the part of analyzing my body. It's like I feel I'm being judged. I'm being judged about my health, about my body.

Because the information is very detailed. Like fat in my arm. Fat in my height.

And in the hip. And how big. Yeah, yeah.

Each part of my body. It's just slide into the separate, into small part. And they talk very detailed.

I think it's nice to know but the way they tell me is quite negative. Like you need to be six pounds.

You need to zero percent of fat. But I think the way they explain to me is interesting somehow. But generally, it's quite negative.

And I feel very bad. And I feel like, I even think why I'm so fat.

But I think, when I go back home, and I think, I love sport. And I am quite active. So why I come to the fitness center and I feel very bad about my body.

And even people are around us. Because the location. The location that we sit.

It's all everybody around is doing something. And they look very hot. The body is look very hot.

And like everybody around you look very hot. And try very hard. And you sit here with the personal trainer.

And they said, you are not good. You are like something like that. And I feel very stressful.

And I feel... And I look at the girl with the very nice body. And I will never be like her.

That's why I feel very... I think the location and the way they deliver the information is... I just don't like it.

[Interviewer 2]

I would like to know about the price, the cost of training per session.

[Interviewee]

As I remember, it's around 1.5 million VND per session. It's quite...

[Interviewer 2]

Let me... It's about 70 USD. USD per session. It's so expensive.

[Interviewee]

Yeah, expensive. It's expensive.

[Interviewer 1]

So, as you said, you use two times a day. And you spend like 4,000... But it's included all in my membership.

[Interviewee]

So, you mean... So, I think that because I buy for two years. And the total cost.

And I divide it into the 24 months. And I think that, okay, the cost for one month is good. So, I think...

Yeah, it works for me. So, I think for my budget of my daily life. So, that kind of cost is good.

Because I don't want to go to the hospital. That's why I can spend more on the fitness center. So, I think for the payment for one time, it's expensive.

But it's like when... Because I'm old. So, I think that if I...

I think it's an investment. So, I divide it into 24 months. And I think, wow, it's good.

It's the price. It's not that bad. Because like when you buy a class, single class, in some very random small fitness center.

And all just like dance class. It's already that price. But like you pay for a big money for a time.

And then you divide it into like... It costs not that much. It's like when...

I remember about the people who are selling the insurance. It's like it only costs you one tom yum per day. So, that's why you will not buy insurance.

[Interviewer 1]

That's it. Yeah, kind of. As you disappoint with the personal trainer, were there any action taken by the fitness firm to address your concerns? Have you told them or something?

[Interviewee]

Because my main purpose is... I travel quite a lot in Vietnam. So, I need to have the membership in the fitness center who have many branches. Yeah, many branches in all locations in Vietnam. So, it's easy for me to keep my body well even I travel.

So, this is the key point that I want to pay. And the facility in the fitness center is also good. And they have a lot of different classes like yoga, dance and other things.

So, maybe I don't like the personal trainer. The overall membership, I think it's still valuable for me. So, I decided not to tell.

But the salesperson, the customer service, called me. Yeah, to ask about my experience. To want to know how I feel and...

[Interviewer 2]

The feedback.

[Interviewee]

Yeah, the feedback. They want to know the feedback.

And they asked me like what do I want or do I need some help and something like that. And finally, I decided to tell them that please tell the personal trainer don't say hi to me when I come because I don't want to work with him.

And even they assign for me the other personal trainer. But I think the behavior is exactly the same. When they see me, it's like, hi, sister, how are you?

It's like, let's come here. And they like, they don't really care about me. They bring me to the machine again to calculate my body again.

And I was like, no, no, no, no, no. I am so busy. I only have one hour to work out.

So, I don't want to spend my time with you again. I already do this. If you want to know about my body index, you can ask your friend, the other people who already calculated why I need to be here again.

And I was like, I need to go to the yoga class right now. And I run. So, as you said, you think that other personal trainer, not only your personal trainer, has the same personal, like at the same character, have the same character?

And because I have the longtime membership there, so I, gradually, I have like the best friend in the fitness center. Like the people in the same class and people say the same.

And they are afraid of that personal trainer because like after all people said to me that because the sale, sale revenue pressure, the owner push the staff is too high. That's why they behave like that.

Because everybody wants to sell to keep the high revenue, the KPI. So, to keep the sale, to keep the commission, because the basic salary is low. So, the most of their income is come from the commission.

So, that's why the behavior is like that. But still have a lot of people have the personal trainer because they will want to increase the body shape or they are addicted with the gym. Even I have the colleague, by the exactly the same membership like me in the company.

And he said to me the exactly the same. And he only takes one section.

[Interviewer 2]

One hour?

[Interviewee]

Yes, just one hour. And he said that... It's enough.

Yes, it's enough and he don't want to do it anymore. And actually, he has girlfriend. So, they go together and they can support each other.

Do not need to have the personal trainer.

[Interviewee]

I think people choose this because they have a lot of location. And they don't force you to use only one branch. You can rotate to any branch.

[Interviewer 1]

As you said, you have another trainer or coach. Like tennis and diving.

[Interviewee]

Freediving and swimming.

[Interviewer 1]

Is there anyone in this team that makes you disappointed and dissatisfied?

[Interviewee]

Actually, the swimming coach is a friend of my friend.

So, I'm satisfied with that. The tennis coach is also a friend of a friend of a friend. And...

I think the freediving coach is... I think it's kind of... I think it's quite satisfied with the technique, the training, the content, the responsibility, and the high level of expert experience.

But his personal characteristics, I don't really enjoy.

[Interviewer 2]

Can you elaborate more, please?

[Interviewee]

And he loves diving in general. He has won a lot of competitions in diving and he is certified in a very high level of diving.

So, he is one of the best instructors for freediving that we can find. But actually, he is a foreigner, a Russian. And he is quite like...

I think at the beginning, I feel quite... It's nice because I learned very strictly a lot of knowledge about diving, about oxygen, CO₂, about how to dive safely, and the way he guides us in the swimming pool, in the sea, in the ocean. It's very well.

But after the class, out of the class, I think that the personality is quite annoying. It's like... He has a wife already, but he's flirting to all the girls around.

[Interviewer 2]

With everyone?

[Interviewee]

With everyone. And actually, me and my friend, it's quite like... Surprise.

No, no, no. It's quite liked the mature, the grow up. We already grow up, and we know that it's just a flirt thing.

And when we don't like it, we tell him, like, no, we don't like it, and be normal.

[Interviewer 2]

Stay professional.

[Interviewee]

Yep, stay professional. No, we stay very professional during the training. But out of the training, like, because the training maybe lasts for three days in the sea, something like that.

And we go to have a dinner together and have a team, because when you do the diving, you need to have a team. So, I think sometimes the job is not appropriate, I think. For me and my friend, sometimes we're teasing him and make fun of him.

But I observe that for the other girls who think he's saying the real thing. So, I think it's quite annoying, and I don't like it. And even once, because we have different level.

Like in the swimming pool, in the ocean, it's like 10-meter depth, 20-meter depth. So, it's a progress of, like, six months to one year or more to reach the deeper level in the sea. So sometimes I decided to change the instructor, because he's too annoying.

It's all the time, like, flipping all the time. And he's, like, bearish and old. And it's like, why?

Why you? I don't think it's funny. So, I think that he is quite...

Actually, now we have known each other for a long time, and I understand he means nothing. It's just a habit of, like, just seeing a beautiful girl and say flip things. Yeah, it's just like that, but it's for the new people who don't know that.

And it's easy to be mistaken, and it's annoying. So, this is the thing that I don't like. Even once, I think that I will choose another instructor, because I just want to focus on the technique and the diving.

I don't want to hear that kind of thing. And even he doesn't tell it to me, but tell it to other divers, and I don't like it. Something like that.

But for the other coach, I think it's very nice, because my skill is better now.

[Interviewer 2]

How long was that diving session? How long is it?

[Interviewee]

I was taken, I think, in... The last time is in last year, around June. Normally, it's about three days. Three days for each lesson.

And we need to self-study on the online learning system, and take the exam by ourselves. And then checking if we pass, but if we do something wrong in the exam, we need to sit down and discuss with the instructor to make it clear.

Because freediving in the ocean is not a joke. So, it's very dangerous, and they want to make sure that the freediver understands everything. And in the ocean, we spend about three days or so.

[Interviewer 1]

And how many levels?

[Interviewee]

Levels? Two. Two levels, so the total is six days.

Yes, yes, about six days.

[Interviewer 2]

How long is the session in each day?

[Interviewee]

Actually, it's from about 10 a.m. to 4 p.m. Interviewee In the ocean.

We have the pool session, and we have the ocean session. And in the ocean, it's also three days.

[Interviewer 1]

Okay, and based on your experiences, what improvement would you suggest to enhance customer satisfaction in personal training service?

[Interviewee]

I think it's personal training. Actually, after saying to you, I'm thinking, because the first thinking is like I want to, they are to be more professional. But the other thought is that it's quite difficult for the personal trainer, because maybe it's a beginning where they can be professional.

But I think personal trainer is a people who need to be connected very well with the trainee, with the people, because we go together for a long time. Not only a few sessions, it's a long time, maybe a year or a few years, so we're kind of friends. But even, I think that they can be friendly.

We can open to share things, like personal things together. But they need to, always need to remember to keep the professional way of communication and know the boundary between the customer and the service provider. Because if they think that we are friends, but we are paid for that, we are paid for the session, we cannot be friends, right?

But if they are not friendly enough, maybe we don't want to keep up every day, wake up early to do very, like, heavy things. So, I think friendly, being a friend, but still keep a professional attitude is important for the service provider.

[Interviewer 2]

And what about the freediving guy, the Russian guy that you mentioned? What are you going to suggest him to improve?

[Interviewee]

She already suggested him.

[Interviewer 1]

Oh, yeah, yeah, she already suggested him.

[Interviewee]

Actually, I suggested directly to him. Yeah, I said to him that she, I know that he is a good instructor and good person. But because, like, the attitude of the pilot cannot bring into land like that.

So, if he continues to be like that, it's going to be a scandal in the community of divers.

Speaker 3

And any suggestion direct to that personal trainer in the fitness center?

Speaker 1

Yes, I do. I do. I said that don't say to me like that, don't say about my body like that, because I don't like it.

So please don't say hi to me, hi, sister. I will not buy anything from you. So, I said directly to them and I even changed the location.

Speaker 3

Anything you would like to share more? I think it's good by now. Okay.

Speaker 2

Thank you. Thank you for your participation and for your time and very well insight. And if we have further information needed, we will contact you directly.

Thank you for your time. Yeah, okay. Thank you.

Interviewee 03A

Interviewer: Pym	Interviewee: 03A
Date: 09 May 2024	Place: Online
Start time: 12.00	End time: 12.40

Interviewer : Can you tell me a bit about your fitness journey and experience with personal training? What motivated you to seek personal training?

Interviewee : Sure. I decided to hire a personal trainer for the first time when I was in high school. I wanted to be more healthy and to lose weight. At that time, I had never had an experience in fitness training before. And also I was not a sporty person. I am afraid that being in the gym will cause me an injury. Personal trainers will reduce the risk of injury. And personal trainers can help me demonstrate the correct posture and technique and will ensure that I perform exercises correctly and efficiently.

Until now, I had hired 4 personal trainers. First one was when I was in high school, as I told you before. Second one when I was in my undergrad. And the third and fourth I hired them at the same time of period last year.

Interviewer : Oh, you have a lot of experiences with PT. And all of your personal trainers are fitness trainers?

Interviewee : No no, The third personal trainer I hired is a Crossfit athlete. I was trained in Crossfit with him. But I was trained in fitness training, like weight training and body weight, with the others. So, that is the reason why I hired the third and the fourth one at the same time. Actually, I wanted to have some daily exercise by myself beside the crossfit day. Then, I applied for a membership at a fitness center near my apartment. But the fitness center offers some special package bundling with a personal trainer service. That is how I met with my last personal trainer. He is a normal fitness personal trainer. But the first one I hired is quite special because he is a bodybuilding athlete.

Interviewer : Wow, that's amazing. I wonder whether are you currently hiring a personal trainer?

Interviewee : No, I am not. I exercised with a Crossfit athlete last time a half year ago.

Interviewer : How long do you train with your personal trainer? How often do you work out with your personal trainer?

Interviewee : The first one, a bodybuilding athlete, I had worked out with him for 1 year. 3 times a week.

The second one I had worked out with him for 1 and a half years. But with this one, I work out with him only once a week.

Before I came to study abroad, I had been in an exercise routine for 1 year. I went to the crossfit gym twice a week. Besides that, I went to the fitness center twice a week, exercised by myself one day and was trained with PT one day a week.

And each session of training will be 1 hour.

Interviewer : Has anyone among your 4 PTs created insufficiency for you. Like, make you dissatisfied.

I think I am quite satisfied with the first one. After training with him, I lost a lot of weight and I felt more healthy. So, nothing about the first one.

For the second one, I will call him trainer B. I think he has a rather gentle personality and is not a fierce person. He was quite indulgent and didn't force me. So, I think I was not forced by him to exercise that much. If he were a decisive person, that would help to motivate me and make me improve in exercise. With the bodybuilding one, the bodybuilding athlete always forced me to break the limit of myself, like he always forced me to use heavier weight in every set. That made fast progress and I could see the improvement in my exercise skills. Comparing the bodybuilding athlete with trainer B, trainer B just follows the plan and if I ask him to exercise lighter when I am tired, he will please me. I think that made me lazy and that is the reason why I only got a training with him once a week.

Interviewer : How about the crossfit athlete and the last one that you was trained by them last year?

Maybe because the crossfit one is my brother in law, so I wasn't dissatisfied with him much. But the last trainer, who I will call him trainer D, he caused me some uncomfortable things.

Interviewer : Oh, What makes you uncomfortable?

Interviewee : His personality is too friendly. He always invites me to chat with him during the training session. The conversations were about his personal life. Like his car, his preferences,

and also his girlfriend. I was like, what! Why do I want to know that? And sometimes he brought some stories of his trainees to tell me.

Interviewer : Really?

Interviewee : Yes! Because of that, I feel close to him and sometimes it makes me question the boundaries of a professional. I trained with him 1 hour per session. But sometimes I felt like it was not worth it because he talked with me a lot and I also talked to him. I want to focus on the training and make my 1 hour worth as much as possible.

When the training package was closely finished, he asked me to help him to buy more training packages and continue training with him. So he will get a commission. I was quite struggling because I don't know how to reject people.

Interviewer : So, why did you not want to continue with trainer D?

Interviewee : Actually his personality is not the main reason. It's only a little reason. The main reason I did not want to continue was because I have known some techniques for exercising in fitness, like how to use machines and how to design workout routines. I want to train by myself. Purchasing extra training sessions may not be worth it for me and a waste of money.

Interviewer : Did you continue with trainer D?

Interviewee : Actually I did. As I said, I don't know how to reject people I'm close to. So, I continued with him for 10 more sessions. And after that 10 sessions, I lied to him that I will have to move out from this town. It's quite weird but I did it.

Interviewer : Based on your experience. How did these factors, which you dissatisfied, impact your overall satisfaction with the service?

Interviewee : For trainer B, I think it affects my workout performance and motivation. So, it was quite ineffective. Like, my weight and percentage of fat don't lose as much as the goal we set. Even the fitness facilities are so good, but I had a thought to change to a new fitness center. Because I wanted to get a new PT. It would be so awkward if I changed to a new PT in the same fitness center.

For trainer D, I think that it does not affect overall satisfaction as much as trainer B. I think the important thing in training with PT is the effectiveness and results. Even trainer D always chats with me, but he provided me with good training techniques and makes me improve.

Interviewer : How reliable was your trainer in terms of punctuality and scheduling?

Interviewee : All of them are punctual and good in scheduling. So, I didn't have any problem getting a slot for training sessions.

Interviewer : As you said that trainer B and trainer D make you somewhat dissatisfied. Were there any actions taken by the fitness firm to address your concerns?

Interviewee : Umm. No. Because I hadn't told them. And the fitness center did not ask me for feedback also.

Interviewer : And have you told them? Like, give them some feedback.

Interviewee : No, because of my personality. I don't want to tell anyone about my dissatisfaction.

Interviewer : Ok. Based on your experiences, what improvements would you suggest to enhance customer satisfaction in personal training services?

Interviewee : I think that the most important thing to be a personal trainer is being a professional. The trainer should set their roles as a real trainer like coach and teacher also. Like my experiences, if trainer B is more strict and more forceful, the performance in training will be increased. And for trainer D, it will be better if he sets the boundaries between personal life and his career.

Interviewer : Is there anything else you would like to share regarding your personal training experiences?

Interviewee : umm. No, I think I have shared everything.

Interviewer : Thank the participant for their time and valuable insights. If there is anything else, you can contact us.

Interviewee : Thank you also.

Interviewee 04G

Interviewer: Pym	Interviewee: 03G
Date: 09 June 2024	Place: Online
Start time: 13.00	End time: 13.30

Interviewer: Can you tell me a bit about your fitness journey and experience with personal training? What motivated you to seek personal training?

Interviewee: My fitness journey began when I decided to lose weight, which led me to join a gym. I opted for a 6-month membership package that included six free trial sessions with a personal trainer. It was a free trial. My goals were to lose 5-10 kilograms and tone my body, particularly my legs and abs. As a beginner, I thought it would be beneficial to have someone guide me through the equipment and help me get started.

Interviewer: Are you currently hiring a personal trainer? Where did you train with your PT?

Interviewee: No, I'm not currently hiring a personal trainer. The gym is near my university.

Interviewer: When was the last time you trained with a personal trainer?

Interviewee: In 2019.

Interviewer: How long did you train with your personal trainer?

Interviewee: I trained with my personal trainer for about two months.

Interviewer: What kind of workouts did you do with your PT?

Interviewee: The sessions included a warm-up, workout, and stretching. I only had six sessions with my PT, which was a relatively short period. On the first day, we focused on orientation—he showed me how to use the gym equipment, checked my body index, and developed an exercise plan targeting specific areas of concern. Each day, he let me choose whether to focus on cardio or weight training.

Interviewer: How often did you work out with your personal trainer, and how long were the sessions?

Interviewee: I worked out with my trainer once a week, with each session lasting about an hour and a half.

Interviewer: Why did you not continue with your personal trainer?

Interviewee: When my membership ended, I decided not to continue with either the gym or the personal training. I realized I preferred group activities and outdoor sports like golf and tennis over gym workouts.

Interviewer: Can you recall a time when you felt dissatisfied with your personal training experience?

Interviewee: Yes, once my trainer was sick and sent a colleague in his place without informing me beforehand. I felt very uncomfortable working with someone I didn't know.

Interviewer: What specific aspects of the service were unsatisfactory to you?

Interviewee: I was particularly dissatisfied when my trainer pushed me to stretch beyond my limit despite me telling him I couldn't go further. Additionally, he would sometimes answer or use his phone during our sessions, which I found unprofessional and distracting.

Interviewer: How did these factors impact your overall satisfaction with the service?

Interviewee: These issues significantly impacted my satisfaction. The lack of communication, disregard for my comfort, and unprofessional behavior made the experience less enjoyable and effective. From the less effectiveness of training, I think I didn't achieve my goal in losing weight.

Interviewer: What teaching techniques did your personal trainer use?

Interviewee: He would prepare an agenda and teach me how to perform exercises correctly.

Interviewer: How would you describe your personal trainer's communication style? Was it effective in meeting your needs?

Interviewee: He was a quiet person and didn't talk much, which I found ineffective for my needs. I needed more communication and engagement during the sessions.

Interviewer: How reliable was your trainer in terms of punctuality and scheduling?

Interviewee: It varied since I had to book the time directly with the PT. While the flexibility was good, the fitness firm sometimes couldn't control their employees' schedules effectively.

Interviewer: Can you share examples of professionalism (or lack thereof) displayed by your trainer during sessions?

Interviewee: Answering or using the phone during sessions was a clear lack of professionalism. It was inappropriate because I could have had an accident while working out. A trainer should be vigilant and ensure the client's safety.

Interviewer: How did these factors impact your overall satisfaction and motivation to continue with personal training?

Interviewee: These factors were crucial. Using the phone was not only rude and unprofessional but also created a negative impression and distracted from the workout. Maintaining a professional and respectful environment is essential for effective training.

Interviewer: Were there any actions taken by the fitness firm to address your concerns?

Interviewee: I didn't make any complaints or reports.

Interviewer: Based on your experiences, what improvements would you suggest to enhance customer satisfaction in personal training services?

Interviewee: I would suggest standardized service training for all trainers to ensure consistent quality. Additionally, better communication and engagement from trainers would greatly improve customer satisfaction.

Interviewee 05S

Interviewer: Scott	Interviewee: 05S
Date: 14 June 2024	Place: Online
Start time: 18.59	End time: 19.29

Interviewer: So, we are studying customer dissatisfaction with personal trainers, and you have experience training with a personal trainer, right?

Interviewee: Yeah, I have experience training with a trainer before.

Interviewer: Can you tell me a bit about your fitness background and your experience with personal training?

Interviewee: I hired a personal trainer for three months. I don't remember the exact price, but it was quite expensive. The results weren't what I expected, so I quit after three months and continued training by myself.

Interviewer: You started training by yourself after that?

Interviewee: Yes. I had signed a one-year contract at the gym and only bought a three-month personal training package. After the three months with the trainer, I decided not to continue with the personal training package and just used the gym by myself for the remaining months.

Interviewer: What motivated you to hire a personal trainer initially?

Interviewee: I didn't have experience training in the gym and felt uncomfortable with the machines. I worried about injuring myself using the heavy equipment. My previous exercise experience was mainly in running, which are quite different. I wanted someone to show me how to use the machines properly and correct my posture during exercises.

Interviewer: How often did you work out each week with the personal trainer?

Interviewee: The trainer pushed me into a very tight schedule, usually three times a week.

Interviewer: What was your main goal for exercising?

Interviewee: My main goal was to gain weight, as you can see, I was way skinnier than now.

Interviewer: And with your personal trainer, what kind of training did he focus on? Weight training or bodyweight exercises?

Interviewee: He specialized in bodybuilding. He also qualified by many bodybuilding competitions. However, I didn't like his teaching style and the advice for me to take steroid, which is why I quit. It wasn't about his professionalism but rather his approach to sell.

Interviewer: Can you elaborate on your dissatisfaction with him?

Interviewee: Actually, his professional skills and nutrition advice were good—I did gain some weight following his schedule—but his way of talking and comparing me to other of his trainee made me kinda feel bad at first, but after a while I know that he have a good intention, so I don't care that much. After a while training with him, two months I thinks, I find that my weight and muscle gain slowly than first month, it's not reaching my goal yet, so I go consulting with him. He suggested that it take time but if I want faster result, I should use a steroid or growth hormone something like that, I told him that I just want to gain some weight and muscle not being a bodybuilder, but he still tried to persuade me to use it or actually buy it from him, he told me that he can sell me lower price than others. I turn down the offer anyway.

Interviewer: Why did you turn down his offer even though it will make you achieve your goal?

Interviewee: Base on my knowledge, it come with serious health risks. They can affect your heart, liver, and hormones, leading to long-term health problems. Two of my family members have a heart disease, and you know that this kind of disease can be transferred by genetic.

Interviewer: Did the fitness provider address your concerns at all?

Interviewee: Actually, he owned the gym hahahaha, I just don't want to get in his bad side because I already signed a one-year contract but I still training with him because after I state that I don't want to take drug and told him about my family members condition, he stop insist, and

understand. I can overlook his bad side of talking because he technique and nutrition tips are effective.

Interviewer: Are there any other dissatisfy experience from him?

Interviewee: I think that's all, I am kind of get used to his comparing behavior. Other than that, he's okay.

Interviewer: Based on your experiences, what improvements would you suggest to enhance customer satisfaction in personal training services?

Interviewee: I think it is about better communication. Personal trainers should be more mindful of their communication style. Personal trainers should be more mindful of how they communicate. Trainers should avoid pushing supplements or drugs, especially without fully explaining the potential risks. It's important for trainers to respect clients' decisions regarding such products and provide honest, unbiased advice.

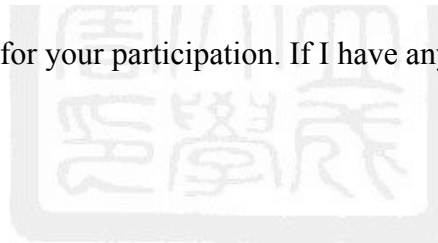
Interviewer: Is there anything else you would like to share regarding your personal training experiences?

Interviewee: Ummm, I think it's not.

Interviewer: Okay, thank you for your participation. If I have any other question regarding this interview, I will contact you.

Interviewee: Gladly bro

Interviewer: Thanks!



APPENDIX C: TIME SCALE

Month	March				April				May				June			
Week Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Literature review																
Finalize objectives																
Research proposal presentation																
Revision proposal																
Develop of interview guide																
Interviewing																
Grounded analysis																
Data collection & analysis presentation																
Research revised																
Conclusion																
Final report presentation																

Key date:

Research proposal presentation: 30 March 2024

Data collection and grounded analysis presentation: 25 May 2024

Final report: 21 June 2024